

Cultural experiences and branding case studies in Italy & Greece

Coordinators:

Claudiu Coman Maria-Mădălina Popica Maria Gheorghinoiu Ana-Maria Bolborici



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Contents

Coordinators	9
Participants	13
Teachers from the Aegean University, Marche Polyethnic University Ancona, and Macerata University	13
The Professors at the Macerata & Ancona University mentioned in this book	21
Introduction	25
Cultural branding (Maria Gherghinoiu)	29
Part I Italian Experience(Claudiu Coman, Maria Gherghinoiu)	33
Italy – short description of the Ancona and Macerata mobility (Coman Claudiu, Gherghinoiu Maria)	33
Activities schedule – Italy, May 2018	35
Participants (Italy mobility)	37
Italy photo albums	40
Macerata	40
Ancona	72
Osimo	85
Loreto	91
Italy communications plans	95
Osimo	

Municipality Osimo – Communication Plan	95
Osimo Municipality – can it be a nice experience for the Romanian tourists?(Maria Gherghinoiu)	97
Omero Museum in Ancona Touching heART – The Museo Tattile Statale Omero of Ancona (Kinga Monica Gosuly)	101
(H)Omero Museum – Communication Plan (Sidonia Cristina Ilisan)	107
Macerata Municipality Come to Macerata! – Esperienza italiana (Kinga Monica Gosuly)	110
Macerata – an opportunity you can't miss (Sidonia Cristina Ilisan & Maria Gherghinoiu)	117
Part II Greece Experience	121
Greece – short description of the Athens, Chios and Lesbos mobility	121
Activities schedule – Greece, May 2019	123
Participants – Students from the Transilvania University, Faculty of Sociology and	
Communication	126
Branding case studies Greece	127
TEAM 1	
Reinventing Museums of Athens – #HEROESOFACROPOLYS	127
Agora Museum Athens – Take a God on a Walk (Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)	135
Chios Mastic Museum	140

The Archeology Museum of Chios	143
(Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)	
TEAM 2	
Museum of Agora(Mădălina Iuliana Tansanu)	149
Archaeological Museum of Chios (Sidonia Cristina Ilisan)	153
Mastic Museum in Chios	159
TEAM 3	
The Acropolis of Athens and the Museum of the Ancient Agora(Sivia Blaj)	165
The Archeological Museum of Chios	172
The Chios Mastic Museum	175
Greece photo album	178
Athens	178
Chios	196
Chios Mastic Museum	205
Back to Chios	213
Lesvos	225
New research directions – Comparative analysis of city brands	233
Conclusions	249
(Claudiu Coman, Maria Gherghinoiu, Maria Mădălina Popica)	249

List of tables	253
List of figures	254
Bibliography	259
Webography	260

Coordinators

Claudiu Coman



Professor at Transilvania University in Braşov, Faculty of Sociology and Communication and also Dean of the institution since 2016, Claudiu coordinates multiple projects, such as the continuous learning program: Managing the communication and relationships with the clients. He is a member of: Association of Sociology and Pragmatical Studies (ASSPRA), The Romanian Association of Sociology, Afsociation of Journalism and Communication Sciences (AFJSC), The Romanian Agency of Quality Control in the Higher Education, Commission of Social, Political and Communication Sciences.

Claudiu Coman is the author of more than 25 books, such as: *Social statistics. SPSS applications*. (2002), *Techniques of communication and negotiation. Practical Course*. (2002), *Information Technology*. (2002), *The Marx Illusion. An essay on mentalities – a sociological perspective*. (2003), *Communication – between information and manipulation*. (2005), *Applied informatics in social and communication sciences*. (2010), *Image analysis and mass-media influence* (2018) and more than 100 articles, studies and scientific papers published in renowned magazines and volumes of specialized conferences.

Prizes and distinctions: Prize for enlarging the educational offer – successful programs of study: Communication and PR. (Transilvania University Prizes, 2007)

Maria Mădălina Popica



Graduate in Communication and Public Relations, from the Faculty of Communication and Sociology at Transilvania University in Braşov, Maria Mădălina Popica currently attends the Master's Degree in Image Crisis Campaign Management. She coordinates multiple extracurricular projects, being also a co-author of the volumes: *Mediatic Illusions* – Editura de Vest Timişoara and *Negotiation Techniques* –C. H. Beck Publishing House

Mădălina intends to pursue a career in scientific research, at the present time working on themes like: how can Romanian entrepreneurs use digital marketing, preferences regarding careers and occupations amongst students, or interpersonal relationships built in the online medium. Her main fields of interest are: Digital Marketing and Communication.

Maria Gherghinoiu



Graduate of Transilvania University in Braşov, Maria currently studies Brand Management and Corporate Communication at the National University of Political and Administrative Studies, in Bucharest. She has been involved in multiple projects, such as two Erasmus exchange programs in Italy and Greece, she attended conferences in her field of study, and co-authored the books *Mediatic Illusions* and *Negotiation Techniques*.

During her studies, she discovered her passion for Marketing and Communication, with a focus on Branding and Brand Management. At the present time, she works as a Marketing Specialist in the beauty industry and, in the future, she intends to connect her practical experience acquired at work with an academic career, helping young students to find their way in the ever-changing marketing and communication landscape.

Ana-Maria Bolborici



Ana-Maria Bolborici is a lecturer at Transilvania University of Braşov, the Department of Social and Communication Studies. She holds a Bachelor's Degree in Political Sciences and one in Juridical Studies. She earned her PhD in International Relations, in 2011, with the thesis: European Union Diplomacy and the Middle East Crisis at the beginning of the 20th Century. Her areas of interest are: International Relations and Diplomacy, European Institutions, International Law.

Ana-Maria is also the Erasmus Coordinator of the Faculty of Sociology and Communication, Transilvania University and is a teaching professor at partner institutions, being also actively involved in different curricular and extracurricular projects.

Participants

Teachers from the Aegean University, Marche Polyethnic University Ancona, and Macerata University

Stella Zounta



Position: Lecturer of Accounting – Cost Accounting University: University of the Aegean Department: Business Administration

Assistant Professor with a demonstrated history of working in the higher education industry. Strong accounting professional skilled in Budgeting, Cost Accounting, Financial Accounting and Social Networks in Accounting.

Greek public utilities from a strategic management accounting perspective: An empirical survey HRM perspectives on the use of budgeting for performance evaluation and control: Empirical evidence from Greece Stella Zounta, Sotirios Karatzimas and Eleni Rogdaki impacts and changes in the accounting policies after the IAS adoption: A comparison between the manufacturing and the commercial sector in Greece Using budgets for Performance Evaluation, Motivation and Rewarding. Using budgets for performance evaluation and control: Evidence from Greece.

Andreas Andrikopoulos



Associate Professor and Director of the Executive MBA Programme at the University of the Aegean

Honors

Emeritus Professor, University of Waterloo, Waterloo, Ontario, Canada Emeritus Professor, Athens University of Economics & Business, Athens, Greece

Awards

- "Thomas Nixon Carver Award": Received for the best Dissertation in Economics at the University of Southern California, 1973–1974.
- Nominated for the "Phi Beta Kappa" Award: Award given to the best foreign Graduate Student, 1971–1972.

Textbooks

Econometrics: Theory & Empirical Applications, Athens, Benou Publishing, 3rd Edition, 2003. Lecture Notes: Applications of Econometrics in Economics, Athens University of Economics & Business.

Publications in Refereed Journals > 40

Claudio Socci



Dipartimento di Economia e Diritto, Università di Macerata

Associate Professor of Economic Policy at the Department of Economics and Law of the University of Macerata, Claudio teaches Fundamentals of Economic Policy, Politics Economics, Economic Policy for the Territory and Economic Policy Laboratory. He is a scientific supervisor for the MAC-GEM-IT1 model, developed by the Ministry of Economy and Finance (Directorate I – Treasury) in collaboration with the Department of Economics and Law of the University of Macerata, a model designed to assess the economic impact of tax policies. He has attended the Econometrics course organized by CIDE in Bertinoro. He was the leader of a research grant on the topic "Social Accounting Matrices and computational models" at the Polytechnic University of the Marche. He is co-editor of Enometrics, the international magazine of the European Association of Wine Economists. He is a member of the scientific committee of the Bulletin of Transylvania University of Brasov, Romania. Moreover, he is a member of the Board of the Vineyard Data Quantification Society (Paris, France). He is a member of the International Input-Output Association and of the international ALASS association. He is responsible for the curriculum in Analysis methods multisectoral and computational for the economic policy of the doctoral school in Methods Quantities for the Economic Policy of the University of Macerata. He is a founding member, President of AdvisEU Studio Project srl, Spin off University of Macerata

Maria Salamoura



Teaching Staff member in Marketing at University of the Aegean

Dr Maria Salamoura (BSc, PhD) is a Laboratory Teaching Staff member in the Business School of the University of the Aegean. She has been an Adjunct Faculty Member (Lecturer) of Marketing at the Department of Business Administration, the Postgraduate Program in Business Administration – MBA and the Interdepartmental Program of Postgraduate Studies in "Tourism Planning, Management and Policy". She holds a first degree in Business Administration from the University of the Aegean and a PhD in Marketing from the same University.

She is a member of the Greek Marketing Academy, and she was also a member of the Organizing Committee of the 1st Biannual International Conference "Strategic Developments in Services Marketing", which was jointly organized by the University of the Aegean and the University of Glasgow, in collaboration with the Greek Marketing Academy, in Chios Island, 27–29 September 2007. She is also a member of the Quantitative Methods Laboratory – QMLAB – and the Laboratory of Tourism Research and Studies – ETEM – of Business School, University of the Aegean.

Monica De Angelis



Polytechnic University of Marche, Professor of Administrative Law – Health Law

She is a second-level professor of administrative law at the Faculty of Economics of the Marche Polytechnic University. She is a teacher in the II level university Master in Management of network health organizations, organized by the same Faculty, and President of the Latin Association for the analysis of health systems (ALASS). Healthcare and effectiveness in public administrations are some of her areas of research.

Rosita Pretaroli



Assistant Professor at University of Macerata

Since 2011, she has been a Researcher of Economic Policy (SECS - P / 02) at the University of Macerata. She teaches Economic Policy and Economics of Communication. She holds a PhD in Economics and Management in financial markets and insurance at the Faculty of Economics "G. Fuà" of the Polytechnic University of Marche. She was awarded a research grant on the topic "Communication within the circular flow of income: a multisectoral approach" at the Department of Communication Sciences and then at the Department of Economic Development Studies of the University of Macerata. Her research interests concern multisectoral economic analysis, international comparison of health systems, fiscal federalism and income distribution policies, environmental policies and incentive tools for the production of renewable energies, development policies of key production sectors. She is a member of the teaching staff of the PhD in Methods Quantities for the Economic Policy of the University of Macerata. She is a member of the "International Input - Output Association" and co-editor of Enometrics, international journal of the European Association of Wine Economists. She is a founding member of AdvisEU Studio Project srl, Spin off of the University of Macerata.

Michalis Bekiaris



Associate Professor Director of the MBA Programme University of the Aegean

Field of interest

Accounting, Financial Reporting, Auditing, Internal Auditing II.

Education

1997–2001: PhD. Panteion University of Social and Political Sciences, Public Administration Department. Thesis title: 'Financial derivatives, concept, accounting and tax treatment'.

1989–1993: Bachelor's degree. Panteion University of Social and Political Sciences, Public Administration Department. Degree in Public Administration.

Valerio Temperini



Associate Professor at Marche Polytechnic University – Department of Management

He is a serious and reliable person. In the work he puts a lot of energy and enthusiasm, showing ability to work independently, but also to share the activities with a group. He is curious and humble and this is positive because he always wants to learn and to know new aspects. Valerio Temperini is a specialist in market research, marketing communication, sustainable tourism. For more information v.temperini@univpm.it

We highly appreciate Valerio's contribution to the article Web Marketing and SMEs: needs, problems and opportunities. An Empirical Study in the Marche Region.

This study investigates the use of Web marketing tools by SMEs; particularly, it is aimed:

- to describe the main characteristics regarding the use of Web marketing;
- to point out the needs related to the use of Web for developing marketing activities;
- to find the main problematic aspects perceived for increasing the use of the Web in a marketing perspective.

We would also like to thank all the professors and students involved in the two mobility projects mentioned in this book and all the people who helped us make this book become a reality:

The Professors at the Macerata & Ancona University mentioned in this book

- The Professors at the Aegean University mentioned in this book
- Florin NECHITA, professor Transilvania University
- Alexandra Mirela GÎRBEA, student, Transilvania University
- Sidonia Cristina ILISAN, student, Transilvania University

Florin Nechita



Florin Nechita is PhD Senior lecturer at the department of Sociology and Communication Studies, at *Transilvania* University of Braşov, Romania. He obtained a PhD in Marketing (since 2012) and his research and teaching interests at the Faculty of Sociology and Communication are oriented towards: Marketing, Advertising and Brand Management. He is an experienced marketing and trade marketing executive with a broad expertise in FMCG industry, marketing, trade marketing, strategy planning and event management.

Coordinator of the Brasov Communication School – project of the Faculty of Sociology and Communication for extra-curricular training for students.

- Coordinator and initiator of three editions of International Summer Schools on Creative Destinations and Heritage Interpretation (2014, 2016, 2018)
- Coordinator and initiator of Student Show weekly TV show made by students and broadcasted on Nova TV Brasov.
- Co-organizer of the Dracula Congress (2018).
- Project member in four European projects: *I was Citizen of Stalin Town* (funded by Europe for Citizens 2017), *Active Telling*, *Active Learning* (funded by Europe for Citizens 2019), E-Entrepreneur (funded by Erasmus+ 2019–2020), *UniCulture* ((funded by Erasmus+ 2019–2021)
- Erasmus Mobility Teaching Exchange at University of Macerata, Marche Polytechnic University, and Salerno University (Italy), University of Zadar (Croatia), University of Extremadura (Spain), Laurea University (Finland), Aegean University (Greece), Christian University Ede (The Netherlands), Université Lumière Lyon 2 (France), University of Madeira (Portugal), Federal University of Minas Gerais (Brazil) and one month teaching mobility at Meisei University Tokyo.
- Member of European Sociology Association, Japan Business Communication Association, Interpret Europe European Association for Heritage Interpretation.
- 7 books and more than 65 journal articles, book chapters and conference papers on marketing, consumer behaviour and brand management, tourism and destination marketing topic.

Alexandra Mirela Gîrbea



Alexandra Mirela Gîrbea is a graduate of the Sociology and Communication Faculty with specialization in Communication and Public Relations. As professional values, she worked in different extracurricular projects and internships, from web editing to article writing, scientific articles, television and research. At present, she works in marketing and graphic design and wants to further her career on this path.

Sidonia Cristina Ilisan



Sidonia Cristina Ilisan is a student in the 3rd year at the Faculty of Sociology and Communication, studying Communication and Public Relations.

She wants a career in social media and communication, but she has multiple interests, such as entrepreneurship and its means of development, artificial intelligence on information, performing multiple volunteering activities in order to develop the skills required in her professional career. Her main interests are the communication and the mechanisms of the social networks.

Introduction

(Maria Mădălina Popica)

It is well known that brand image is an important concept in consumer behaviour (Dobhi & Zinkhan, 1990). Keller provides this concept with the most common and widely accepted definition: "perceptions about a brand reflected as existing associations in consumer memory". (1993: page). Like the specialized studies on the image of the brands, the image of the destination has been an area of interest in terms of tourist research in the last five decades. Why? It is important for us to have the resources to create impressions about things and these resources can be mental images, thoughts and so on. When it comes to a vacation destination, things get even more serious, because it's also about investing some financial resources and time; in cases like these, having a mental picture of the destination we are going to visit is very important.

Crompton defines the image of tourist destinations as "the sum of the beliefs, ideas and impressions that a person has about that destination" (1979: page). In this definition, the focus is on the individual, while in other definitions the reference is on groups of people, other definitions recognize that images can be shared by groups of people.

This branding manual for tourist destinations has emerged from the study trips in Italy and Greece undertaken in May 2018, respectively 2019. The destinations in Italy were two university cities, Ancona and Macerata, and a superb tourist town, Osimo. As for Greece, the group involved in the mobility had three impressive destinations, the capital of Greece, Athens and two islands, Chios and Lesbos. Here, the group members visited a number of museums and tourist destinations that could be of interest and which have a great tourist potential from both the aesthetic perspective and in terms of historical heritage. For each of the tourist attraction visited, some presentations and communication plans have been set up to serve as good practice manuals.

These study trips unfolded as part of the academic projects carried out with and by the students of the Faculty of Sociology and Communication enrolled in either bachelor's or master's degree programs. The mobility in Italy represented a reward for the students who participated with their papers in the ACUM conference conducted by our faculty. The Greece mobility, however, represented a reward for the co-authors of the volume Media Illusions, but also for the students involved in other research projects carried out by our faculty.

The hosts of the two mobilities were Università di Macerata and Università Politecnica delle Marche, in Italy, and University of the Aegean, Greece, respectively. The activities carried out within the three universities were facilitated by the teaching staff of the participating universities, who delivered presentations about the university and the teaching style for each university in each city, which gave us the opportunity to hypothetically perform a comparative analysis on the differences between the Romanian university education and the Italian and Greek university education. Students from the host universities also took part in the activities. Within the mobility in Italy, they were actively involved in the communication plans, being part of the working teams, whereas in Greece, they worked separately with us, bringing their own presentations and participating in the evaluation of our projects.

The team structure followed two different strategies. Within the mobility in Italy, the teams were modified for each project, each student taking turns so as to work with everyone else. Thereby the team members found out whom they were most compatible with and in which team they could not integrate. In contrast, the Greek teams were predetermined and a strategy relative to the cohesion of the team was applied, the members being chosen by criteria established by the coordinator. Thus, the members were able to compare the two working manners, the result of the feedback being that the strategy that followed the cohesion of the team was much more effective. The reason therefore was that the team members had sufficient time to know each other and to find out what their role in the team was and what everyone was best at doing.

As previously mentioned, this study exchange had two main goals: one was to reward the best students of our faculty with the opportunity to apply their knowledge and skills on real matters, in an academic context, and the other goal was to find solutions to promote destinations and cultural institutions from the cities we visited. The purpose of the project was reinforced by its objectives: to carry out communication plans for the tourist and cultural objectives of the respective countries, to acquire knowledge about cultural PR, to set up and develop long-term cohesion of the project teams, to acquire knowledge about cultural PR and for the achievement of this volume, as well as an opportunity to give these students the chance to express themselves in a new, international context, to expose and support their ideas outside the Romanian academic environment.

All the photos in the chapters "Italian Experience" and "Greek Experience" are part of the participants' personal archives and were taken during the mobility.

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Cultural branding

(Maria Gherghinoiu)

Today, everything that surrounds us can be branded: products, services, cities, and people. We have access to a lot more information than before, but this also means that it is even harder to differentiate us, or our products and services, from other people and companies that we call competition. The reason why we need brands and branding is to give us a way to position products and services, to differentiate them from others, and to give people and customers a sense of trust. These things apply to cultural and tourist destinations too – they have to become brands in order to survive and even thrive in today's complicated landscape.

In marketing, brands use different approaches when it comes to positioning themselves: unique characteristics and benefits, new ways of using products in order to make life better, social status positioning and even storytelling, in an effort to attract more customers and sales. While in the past these approaches were considered only for tangible products, now the time has come for all kind of industries to use them; tourism and culture included. Maybe in the past attracting tourists was a little bit easier: word-of-mouth, recommendations, and popular destinations were factors that helped people choose where to go on their holidays. One very important thing has changed since then: accessibility. Some years ago, it was harder to travel all around the world or even to find out about unique places that were far away. Now it is not. In fact, it is easier than ever – just a click and a plane ticket away.

Just as in the case of product branding, cultural and tourist attractions have to decide what defines them, what people they want to attract, what they have to offer – in order to build a strong positioning and achieve their objectives. People have a lot of choices, but you want them to choose you; so, you have to work for their attention. That is why cultural and tourist attractions need branding – to make people choose them, instead of others.

Deciding that you need branding activities and a strong brand for your place is only the first step of the process. Then, you have to decide what you stand for, what makes your destination unique, what kind of customers you want to attract and what are the best channels to promote your brand.

Creating a brand is much more than choosing an identity that you want to promote: if you want to have a real brand for your destination, you have to create a mental image for your audience. When

it comes to a destination brand, the easiest way to do this is: through photos and videos, unique experiences, and good stories. Sometimes, people managing a cultural institution or a tourist attraction have to step back and look at the situation from a different angle, from the consumers' perspective, in order to succeed. You have to discover what kind of people you want to attract and then create a good strategy to attract them.

In the Internet Era, people can find information easier than ever before and they usually search for online reviews before booking their next holiday or trip. Taking this into account, there is a very important lesson: you must have an online presence; you have to become visible to your audience in order to be taken into consideration as a possible destination. I would say the next step would be to create a positive presence – people talk about things that they like and you may attract even more people if the experience is good.

Some people are afraid to think in terms of branding because this implies effort, vision, strategy, money, and change – really scary things. But in the long-term, there is no other viable option than to use branding to remain relevant. As I said earlier, people can go ANYWHERE now, so you have to convince them that you can offer them the best of something, in order to choose YOU. The best experience, the best services, the best food, the best landscape, the best of something they need when they search for places like yours.

I know some people may say that cultural tourism is no longer popular, but I think the real problem is that it is not well positioned and it does not have that many strong brands – of course people know the most important museums in the world, but what about the rest of them? Even a very small museum can give you a unique experience and enrich your life, but you do not know it yet. It is the museum's job to find out more about what you need and then convince you to pay a visit through destination branding.

One of the most important things that museum managers and PR departments should take into consideration, in my opinion, is that in small museums the main target are the tourists visiting that place as well as locals. So that should be their core target and they should adjust their strategies and communication techniques to them in order to gain more popularity. Of course, different places, different types of museums or different cities may require quite different branding strategies in order to attract the desired visitors or tourists. You have to adjust the tactics you use to the cultural and tourist context of your reality.

In the end, one of the things that can be really helpful when building a destination brand is using the local culture to your advantage. The local culture may have some unique characteristics that you can use to create a well-positioned brand.

In the actual context, in this globalised environment, people like to travel wherever they think they will find happiness, joy, fulfilment, novelty or whatever they are looking for at that moment. So, you have to understand human needs when it comes to travel and culture, in order to create a meaningful destination brand. At first, it may look like a lot of work – but, in the end, it will generate the best results.

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Part I Italian Experience

(Claudiu Coman, Maria Gherghinoiu)

Italy - short description of the Ancona and Macerata mobility

(Coman Claudiu, Gherghinoiu Maria)

In May 2018, we had the opportunity to participate in a very interesting exchange program with the universities of Macerata and Ancona, in Italy. For about a week we went to Italy, attended classes and workshops in these two universities, we discovered cities and cultural institutions, we interacted with students and locals, with one main purpose: to better understand the Italian culture. We needed to understand the people and the culture there for many reasons: first, we needed to discover the way Italians think about education and culture, in order to improve and even create some new communications plans for the cultural institutions that we visited there. Second, it is really important for us, as Communication &PR and Sociology students to understand the customers or consumers we are working for or we are targeting through our campaigns, so we had a really good opportunity to do this thing, maybe the first real opportunity during our study at the Transilvania University of Braşov. And last, but not least, it was crucial for us to understand that we were coming from a very different cultural background and we had to make an effort to understand this culture, new to us, in order to work properly on the project, but also to help us in our professional and educational life: because the cultural gap is a real problem and the only way to overcome it is to face it, trying to understand the people you are working or talking with, to walk for a while in their shoes so you can see how different and unique we really are.

During our *Italian experience* we were guided by our Romanian teachers, Claudiu Coman and Florin Nechita, but we also had the chance to work with teachers from the two universities there, Macerata and Ancona universities, who were able to give us a better insight into the Italian cultural and educational life. Also, we worked in collaboration with some students from these two universities; they were great additions to our teams and helped us a lot to understand the tasks we were given because they had a better understanding of the places we visited, even though some of them were only studying there, not being natives.

We had some work goals even before leaving home: we had to split up into teams, which were different for every project. At first, we could choose on which cultural objective we wanted to work on but then we just switched teams in order to know each other better and improve our team spirit and team management skills. We did some research prior to arriving in Italy, in order to know a little bit of information about the places we were going: we were flying to Pescara, then going by train to Macerata, after that going by train to Ancona and then back to Pescara and home. In this period of time we visited 5 cities: Pescara, Macerata, Ancona, Osimo and Loretto, 4 museums and 2 universities. The main reason for visiting these sights and institutions was to improve or even create a better version of the communication plan for *Palazzo Ricci* and *Palazzo Buonacorsi* in Macerata, for the *Omero* museum in Ancona and for the *Osimo* municipality, but it wasn't less important for us to visit the other places too, like the *Sferisterio* in Macerata or the Loretto Cathedral and its surroundings.

It was a really good opportunity for us to know each other better and to find ways to work efficiently as a team. Even if each of us was a very dedicated and talented student, it is a very different reality when it comes to working in a team. I think that we learned how much it matters for each member to see his or her influence on the final result and understand that it doesn't matter how good he is on his own, but how much he wants to be a part of the work the team does.

It's obvious that even if it was a very productive experience for all of us, there are some aspects that could have been better and some points that we should take into consideration for the future. First, I think it is really important to know the culture of the country you are visiting or you are working for, because most of the time it is really different than your own. We did our research before leaving Romania, but the amount of information we had could have been more relevant. Secondly, it was a little bit hard for us to work on cultural destinations, because we had only theoretical experience in that field until that moment. It could have been helpful to have worked on some local cultural projects to better understand the challenges they face in this field. Last, but not least, I think is important for us to reflect on the way we behave in a team and try to overcome our individualistic tendencies in order to achieve the best outcomes of our projects together.

Activities schedule - Italy, May 2018

Saturday, 5th of May 2018

Traveling by plane from Bucharest to Pesc*ara: 12.30 am – 13.25 pm Bus / train journey from Pescara to Macerata: 16.00 – 19.00 pm Accommodation Macerata

Sunday, 6th of May 2018

Guided visit to Palazzo Buonaccorsi, Macerata: 10:00 – 11:30 am

Short communication presentation for Palazzo Buonaccorsi. Q&A session: 11.30 am – 12.30 pm

Guided visit to Palazzo Ricci, Macerata: 14.30 – 15.30 pm

Short presentation at Palazzo Ricci, Macerata. Q&A session: 15.30 – 16.30 pm

Preparation of communication plans for Palazzo Buonaccorsi & Palazzo Ricci: 17.00 – 19.00 pm

Accommodation Macerata

Monday, 7th of May 2018

Preparing the plans of communication for: Palazzo Buonaccorsi, Palazzo Ricci: 9.30 – 12.00 am Visit at the Museo della Scuola "Paolo e Ornella Ricca" – Macerata University's museum: presentation of the museum activities, short communication plans brief. Q&A session: 15.00 – 17.00 pm Preparing the communication plans for the Museo della Scuola "Paolo e Ornella Ricca": 17.30 – 18.30 pm

Tuesday, 8th of May 2018

Presenting the plans of communication created by student teams, at CREAHUB, for: Palazzo Buonaccorsi, Palazzo Ricci and for Museo della Scuola "Paolo e Ornella Ricca": between 10.30 – 12:30

Visit to Macerata University: 12.30 – 14.00

Travelling from Macerata to Ancona: between 16.00 – 17.00

Accommodation Ancona

Wednesday, 9th of May 2018

Guided visit to Museo Omero: between 09:00 - 10.30 am

Workshop for people with visual impairments: 10.30 – 11.30 am

Communication briefs. Q&A session: 11.30 am - 12.30 pm

Preparing the plans of communication for Museo Omero: 14.30 – 18.00 pm Meeting with students and teachers from Ancona University: 20.00 – 22.00 pm

Accommodation in Ancona

Thursday, 10th of May 2018

Travel to Osimo: 9.00 – 10.00 am

Visit at Osimo City Hall: 10:30 am – 12:00 pm

Guided visits to the main Osimo's cultural sights: 12.00 – 14.30 pm

Preparing the plans of communication to promote Osimo as a destination: 16.00 – 19.00 pm

Travel from Osimo to Ancona: 19.30 – 20.30 pm

Accommodation in Ancona

Friday, 11th of May 2018

Presenting the communication plans for "Museo Omero" and Osimo City Hall: 9:30-11:30 am

Visit the "Politecnica delle Marche" University and attend to a course/seminar of an

Italian teacher: 11.30 am - 14.00 pm

Traveling from Ancona to Pescara: 16.00 – 19.00 pm

Accommodation in Pescara

Saturday, 12th of May, 2018

Traveling by plane Pescara – Bucharest: 14.00 – 16.50 pm

Participants (Italy mobility)

Scientific-and organizational direction

Teachers/Tutors

Romania	Italy
Florin Nechita	Monica De Angelis
Claudiu Coman	Valerio Temperini
	Marta Cerioni
	Mauro Pellegrini
	Berardino Cristino
	Rosita Pretaroli
	Claudio Socci
	Francesca Severini

	Name	Program	University
1	Adam V. Andreea	Sociology	UNITBV
2	Beşchea V. Vasile- Gheorghe	Communication & PR	UNITBV
3	Bularca C. Ștefania- Sînziana	Communication & PR	UNITBV
4	Cioacă S. Ruxandra- Elena	Brand Campaign Management – master	UNITBV
5	Chirilă D.S. Alexandra- Daniela	Sociology	UNITBV
6	Drăghiciu C. Ștefan- Aurel	Sociology	UNITBV

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	Name	Program	University
7	Gherghinoiu E. N. Maria	Communication & PR	UNITBV
8	Gosuly M. Kinga-Monica	Communication & PR	UNITBV
9	Ilisan M.C. Sidonia- Cristina	Communication & PR	UNITBV
10	Livadă A.C. Alin	Sociology	UNITBV
11	Olaru-Ștefănescu Gh. Florentina-Bianca	Communication & PR	UNITBV
12	Momoi H. Andrea- Simona	Communication & PR	UNITBV
13	Mircea Gh. Ioana- Alexandra	Communication & PR	UNITBV
14	Picior N. Florin- Alexandru	Communication & PR	UNITBV
15	Pintea C.I. Valentin- Cristian	Communication & PR	UNITBV
16	State P.I. Raul-Ștefan	Communication & PR	UNITBV
17	Truția A. Irina-Andreea	Sociology	UNITBV
18	Tudor D. Andreea	Communication & PR	UNITBV
19	Ţurcan A. Cătălina	Sociology	UNITBV
20	Nechita Elena-Reghina	Business Administration	UBB
21	Rotaru Bogdan	Brand Campaign Management – master	UNITBV
22	Corpodean Andreea	Brand Campaign Management – master	UNITBV
23	Jacopo Lancioni	Economics and Management – CV: Economics and business law – Master	UNIVPM

	Name	Program	University
24	Mazlum Karatas	International economics and commerce – CV: International Economics and Business – Master	UNIVPM
25	Giulia De Salvatore	Business economics	UNIVPM
26	Roberta Cappellacci	International economics and commerce – CV: Business Organization and Strategy – Master	UNIVPM
27	Berardino Cristino	PhD student Management and Law /Tutor	UNIVPM

Table 1. Participants - Italy Study Mobility

Italy photo albums

Macerata



Figure 1. Arrival selfie in Macerata



Figure 2. The students in the Macerata central square

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Figure 3. Macerata central square



Figure 4. Macerata Central Square at sunset



Figure 5. Another selfie in Macerata



Figure 6. The entrance at the Sferisterio

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Figure 7. Museo delle Carozze

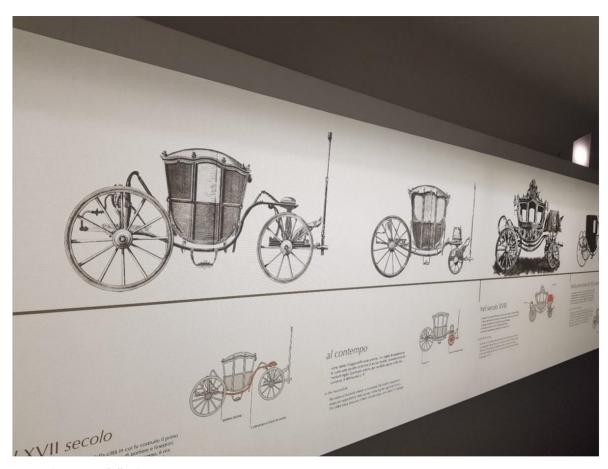


Figure 8. Museo delle Carozze

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Figure 9. Students at the Museo delle Carozze



Figure 10. Museo delleCarozze



Figure 11. Paintings at the Palazzo Buonaccorsi



Figure 12. Paintings at the Palazzo Buonaccorsi

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Figure 13. Macerata Train Station



Figure 14. Macerata Train Station

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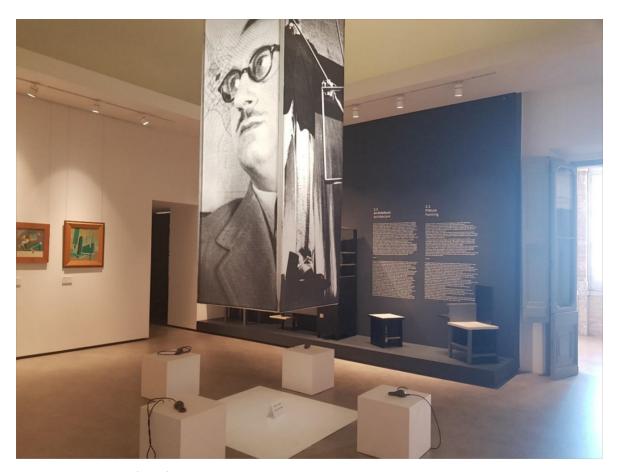


Figure 15. Pictures at the Palazzo Buonaccorsi



Figure 16. Michelangelo's Fresca at the Palazzo Buonaccorsi

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Figures 17 & 18. Museo della Scuola Macerata



Figure 19. Palazzo dei Diamanti Macerata



Figure 20. Bogdan Rotaru, Rosita Pretaroli, Claudiu Coman and Florin Nechita



Figure 21. Florin Nechita and the students at the CreaHUB in Macerata

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Figure 22. The students and teachers in Macerata





Figures 23 & 24. The students and teachers at the Museo delle Carozze Macerata





Figures 25 & 26. Students at the Museo delle Carozze Macerata





Figures 27 & 28. Students at the Museo delle Carozze Macerata

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Figures 29 & 30. Students at the Sferisterio; Sferisterio





Figures 31 & 32. Students at the Museo della Scuola Macerata





Figures 33 & 34. Students at the Museo della Scuola Macerata



Figure 35. Statue of Matteo Ricci in Macerata



Figure 36. Ancient Clock in Macerata Central Square



Figure 37. Monumeto dei Caduti Macerata

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Figures 38 & 39. Students presenting the communication plans at CreaHUB





Figures 40 & 41. Students presenting the communication plans at CreaHUB

Ancona



Figure 42. Old City Gate Ancona

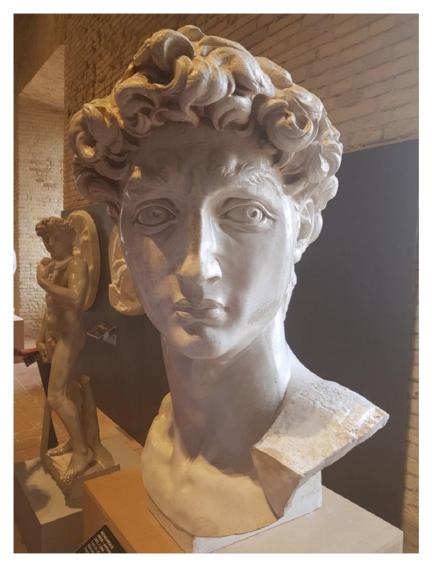


Figure 43. David statue at the Omero Museum Ancona



Figure 44. Cristian Pintea and a statue at the Omero Museum





Figures 45 & 46. Statues at the Omero Museum



Figure 47. Statue at the Omero Museum





Figures 48 & 49. Students at the Omero Museum

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Figures 50 & 51. Ancona's Harbour





Figures 52 & 53. Trajan's Arch Ancona





Figures 54 & 55. Ancona University Campus



Figure 56. Ancona University





Figures 57 & 58. Claudiu Coman and students at the Ancona University





Figures 59 & 60. Students and teachers at the Ancona University

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Figures 61 & 62. Students and teachers at the Ancona University

Osimo

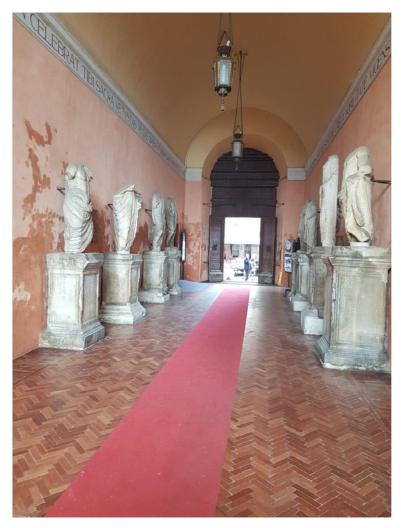


Figure 63. The headless statues at the Osimo City Hall

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Figure 64. Osimo Church





Figures 65 & 66. Students at the Osimo Cathedral





Figures 67 & 68. Students at the Saint Giuseppe da Coppertino; Osimo Center



Figures 69 & 70. Roman Ancient Caves underneath Osimo City

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Figures 71 & 72. Osimo City from above

Loreto





Figures 73 & 74. Loreto Cathedral

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Figures 75 & 76. Loreto Cathedral





Figures 77 & 78. Students in Loreto; Loreto Cathedral Square

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Figure 79. Students and teachers leaving Loreto

Italy communications plans

In this section are the communication plans that the students elaborated for the target museums and institutions that they visited in Osimo, Macerata and Ancona.

Osimo

Municipality Osimo - Communication Plan

(Sidonia Cristina Ilisan)

As a start, we can say some interesting things from which we can start our communication plan and this are that it gathers a lot of tourists for religious reasons because it's the hometown of Giuseppe di Copertino the patron of aviation, astronauts and students, under town hall is a large series of tunnels with esoteric bas-reliefs and Osimo retains a portion of its ancient town wall. Also, the headless statues are a great attraction and a source of mystery and the most important churches are: Osimo Cathedral, Basillica of Saint Giuseppe of Copertino.

Our main objectives starting from this communication plan are:

- Increase the number of romanian tourists
- Involving technology in order to advertise the town
- Creating a bond between romanians and locals

Of course that was necessary to make a Swot analysis for reaching at some results and we have found first some strengths as: A guided tour of the city, easy access to the main attractions, Medieval atmosphere, The landscapes and the city is full of history, but in the same time are some weaknesses as: the locals who doesn't speak English and Few restaurants or which are closed in the afternoon.

After this two we had also discovered some opportunities like: The increasing number of people doing pilgrimage, Increasing the number of people visiting small cities and the interest in historical areas, but some threats are also present and this are: The development of other historical cities (Ancona, Macerata, Loreto), the decrease of visitors number because of other destinations and the development of other seaside areas.

Even if after the Swot analysis the results aren't as good as we had expected we thought that in all this criteria the main audience of this place could be married couple between 35 and 45 years old,

interested in cultural experiences and in religious tourism with medium to high education and also al least medium economic status.

Now, because we had analysed the situation and we had established the audience our next step were the strategies and tactics of this communication plan which were well thought out and in a simple method.

So, as strategies we have to: create a traditional event, promoting by using commercial and create a partnership with an important travel agency from Romania.

Our tactics are: using billboards in crowded places, organising festivals with different topics (street food, theatre, opera), creating information boards for monuments (in english, italian and romanian language) and the the negotiation of the partnership between Osimo and Râșnov.

Communication Budget Osimo: 50000 euro

As the total amount for this communication plan, we have 50000 euro, which are divided into the following sections as follows:

- Technical Budget 3400 euro
- Advertising Budget 20150 euro
- Maintenance expenses 1200 euro
- Event Budget 17750 euro
- Research Budget 6500 euro

After doing the total amount, we thought at each section as being made up of several expenses and here we thought at:

Technical Budget 3400 euro	Advertising Budget 20150 euro	Maintenance expenses 1200 euro	Event Budget 17750 euro	Research Budget 6500 euro	Balance Sheet 50000 euro
Film Budget 950 euro	Internet Advertising 7750 euro	Domain Budget 200 euro	Religious Heritage promotion 8500 euro	Research Personnel 3000 euro	Estimated Communication Budget 49000 euro

Pictures Budget 925 euro	TV Advertising 4850 euro	Servers Budget 1000 euro	Sister City Promotion 9250 euro	Data Collection 500 euro	Net Balance 1000 euro
Printed Editing Budget 850 euro	Radio Advertising 1750 euro			Data Processing 3000 euro	
Web Editing Budget 675 euro	Printed Advertising 3550 euro				
	Open air advertising 2250				

Table 2. Osimo Communication Plan Budget

Osimo Municipality - can it be a nice experience for the Romanian tourists? (Maria Gherghinoiu)

Osimo is a small municipality in the Marche region, in Italy, situated south of Ancona and with about 35,000 inhabitants. Although small, this place hides some real treasures of culture and history. The city still has a part of the ancient town wall, which was built in the times before Christ and under the actual town you can still find a large network of tunnels which were used by people to hide in case of emergency.

After a one-day visit to this beautiful and historical city we were ready to conceive a communication plan for this municipality, plan that was specially designed for the Romanian tourists coming to Italy and specifically to the Marche region.

The context

Romanian tourists are situated on the 7th place in the top of foreigners visiting Italy; even if it
may seem quite a low position we can use this in our advantage when thinking of a way to attract
them to Osimo – because we don't need more tourists coming to Italy, but these tourists who
already visit the country or the Marche region to visit Osimo municipality on their trip;

- The trends in tourism are changing: leisure tourism is increasing in popularity because we are
 living in times when relaxation is almost a luxury and people choose to make the most of their
 vacations; this means they try to eat at a good restaurant, visit a museum, discover the surroundings and local history while also do some shopping in the same holiday. We should try to incorporate this trend in our strategy;
- There are differences between genders. We have seen that in most of the situations, women tend
 to choose where to go on holiday and the men agree and pay the travel expenses, while men like
 more to choose the restaurant they are going to have dinner in. We should use these insights
 when choosing the target for our communication strategy;
- Romanian tourists have usually a tight budget when travelling; we should keep in mind this aspect in order to achieve the best results.

Short analysis of Osimo Municipality

- The most renowned touristic objective of the city are the *Roman Caves*, a set of interconnected tunnels, dating from way back into the history of the city but are still fully visitable today and in a good condition. During the wars, people used to hide in these caves.
- There are some ancient legends regarding the city, one of them about some headless statues in the courtyard of the City Hall. The reasons why these statues do not longer have heads is still a mystery but it was a good reason throughout the history for other people to call the locals the headless.
- The buildings in the city, although old, have a really interesting architecture and can be visited
 by tourists making the place a perfect objective for a one-day trip into the past. You can visit: the
 Opera, the City Hall, the Local Library, the Theater, the Cathedral where are the remains of the
 Saint Giuseppe da Copertino and The Roman Caves.

The communication plan strategy

 Main objective: attracting Romanian tourists to come visit the Osimo Municipality, even for a one-day trip.

- Secondary objectives:
 - 1. Increasing the number of Romanian tourists coming to visit Osimo, with 40% until the end of May 2019, compared to the number of Romanian visitors in the period: May 2017 May 2018.
 - 2. Creating a bond between the locals and the Romanian tourists.
 - 3. Using technology in the communication strategy for promoting the city.
 - 4. Gathering user-generated content from the tourists for using it in the communication strategy.

Our target

Young romanian couples: living togheter or married but with no kids, 25–34 years old, with higher education, employed for at least 2 years, interested in traveling for leisure but also with a keen interest in culture and history, curious about cultural differences and how to overcome them, researching the travel arrangements and suggestions online and planning a visit to Italy in the near future.

Strategy & Tacticts

Making the touristic experience a more interactive one by introducing a *Treasure Hunt* of the Osimo Municipality:

- Creating a *Treasure Hunt* in order to influence tourists to visit the city and its main touristic objectives;
- Creating partnerships with museums and souvenir shops which will offer coupons, offers and discounts for the tourists which will participate in this experience;
- Making a GoogleAds search campaign, targeted to our Romanian target, in order to promote the quest.

Budget for the campaign

We estimated the costs for our communication plan and the whole campaign at about 45,000 euros, which will be needed throughout one year – the amount of time we will need to implement the activities we planned. Most of our budget will be spent on the actual quest – organizing it, the materials

need and the human resources involved and on the GoogleAds search campaign to promote the quest in the online channels.

Evaluation

We thought about some indicators which will help us estimate the success and conversion rate of our campaign. We need to take into account both the online and offline medium in order for the results to be more precise. We will evaluate the following aspects, in the period of time from May 2018 until May 2019:

- the number of Romanian tourists coming to Osimo;
- the number of tickets sold at the main touristic attractions;
- the occupation rate of the accommodation locations in the area;
- the number of visitors on the Osimo's website;
- the number of clicks, impressions and conversions in the GoogleAds online campaign;
- the number of mentions in the press and media about the campaign.

Omero Museum in Ancona Touching heART - The Museo Tattile Statale Omero of Ancona (Kinga Monica Gosuly)

The Museo Tattile Statale Omero of Ancona was one of the best places we visited during our Italian summer school, so it was an easy job to create a communication plan for it, since we wanted to share it with everyone.



Figure 80. Museo Tattile Statale Omero of Ancona https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwi93rqbgZ_nA-hUKPewKHee6ALkQjRx6BAgBEAQ&url=https%3A%2F%2Fwww.marcheweekend.it%2Farticoli%2Fmuseo-tattile-statale-omero-ancona%2F&psig=AOvVaw1B z6LowUtvARYHdZBHxI7&ust=1580050570871548

We started by defining the situation. Firstly, the backround of the non-sighted people in Romania and secondly, the museum's brand analysis. The research we made showed us interesting facts. According to the Ministry of Work and Social Justice, in Romania there are 3.200 non-sighted children

and approximately 107.000 non-sighted adults. There exists one specific association (Association of the non-sighted in Romania) which has branches in 6 cities: Bucharest, Cluj-Napoca, Brasov, Timisoara, Bacau and Buzau. Also, in Romania there are 2 big organizations for people with disabilities, and those have special departments for the non-sighted. There is also a special magazine published for the non-sighted:" Litera noastră" ("Our letter"). Another interesting information we encountered during the research is that in Romania we can find a travel agency for the non-sighted people, called Traveleyes, which makes projects for this category and more than that, offers companionship for the non-sighted during their travels.

The Omero Museum was founded 25 years ago and it is located in Mole Vanvitelliana, in Ancona. This is a special museum dedicated to the non-sighted people, where you can actually touch the art. It hosts approximately 150 artworks on the 3000 square meters. In 2017 there were 28% more visitors compared to 2016, so the interest for this museum is continually growing.

Brand analysis:

- Mission: offering the opportunity for the non-soghted to sense the beauty of art;
- Vision: in the future, the museum would like to offer more and more people (especially non-sighted people) the experience of a tactile sensing and an approach to aesthetic pleasure;
- Values: art, experiences, senses, people, freedom;
- Positioning: the only museum in the world aimed entirely for the non-sighted;
- Target: non-sighted people, their companions;
- Main communication channels: website (www.museoomero.it), social networks (Facebook, Twitter, YouTube, Instagram), newspapers, newsletters.

After gathering these informations about the museum, we did a S.W.O.T analysis, to be able to get a full understanding of the situation.

The strenghts of the Omero museum are:

- It is the first museum of this kind in the world;
- It hosts temporary exhibitions of national artists;

- The visitors' number is increasing;
- Free entrance;
- Proximity to the harbour;
- It is located in a historical building;
- It offers experiences;
- Engaging consumers;
- Multilingual materials;
- English guided tours;
- Workshops.

We found less weaknesses than strengths, as it follows:

- Not updated website content;
- The location is a small city;
- Poorly communicated on international level;
- Unconventionl museum's theme;
- Lack of guiding signs;
- There is no direct flight Bucharest-Anconara and viceversa.

The opportunities we found were truly helpful in developing our project:

- The tendency of tourists to seek experiences;
- Increasing number of cruising tourists (+15% in a year);
- Existence of specialized travel agencies for non-sighted people;
- Increasing welness tourism;
- In 2018, Europe was Romanians' favorite travel destination.

And last but not least, the threats:

- Romanians' lack of interest towards this area (Marche region);
- Romanians usually choose big cities as travel destinations;
- Traveling abroad is not easy or cheap for the unsighted they also need to pay for a companion and the prices of cruises are usually high.



Figure 81. Statue from Museo Tattile Statale Omero
https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiEqMG8nJ_nAhXM_aQKHVJ1CUIQjRx6BAgBEAQ&url=http%3A%2F%2Fwww.knowmag.com%2Fen%2F2018%2F09%2F27%2Fun-museo-non-vedenti%2F&psig=AOvVaw0XoH3Y0uJdR1xywFA-cmIS&ust=1580057890267728

Our main objective for this campaign was: increasing the number of Romanians who visit Omero museum. The secondary objectives were:

1. increasing the number of Romanians who visit the museum with 30% by the end of the year (2018);

- 2. convincing 30% of the Romanian non-sighted people to come visit the museum;
- 3. creating partnerships in order to advertise the museum;
- 4. communicating the tactics to the public.

Next, we fixed a target and choose to focus our attention on two kinds of public, especially because non-sighted people are most likely to be escorted by companions. Of course, our main public was the community of non-sighted people from Romania. Ages between 44–65, because we figured that this age group would be more interested in museums and history. That is the reasoning for the education too: medium to high education and medium to high cultural level. As for the economical status, we choose a medium one. The secondary public, as we said earlier, was the community of sighted people who work as companions for the non-sighted. Age category remains the same, between 44–65 years old. Also, the education level is the same, medium to high, and the economical status is medium too. As for the cultural level, we figured a medium one is enough.

Moving on with the project, we established our strategy: getting non-sighted people from Romania have a taste of the experience the museum offers. This could be done following the tactics we developed:

- 1. creating small exhibitions in the main cities of Romania: Bucharest, Cluj Napoca, Brașov, Timișoara, Buzău, Bacău, Iași, Constanța, Oradea, Craiova;
- 2. creating partnerships with associations for the non-sighted in order to promote the exhibitions;
- 3. advertising the event within non-sighted associations and Romanian media channels.

After these all being said, we continued with creating the proper action plan. First thing was setting up a timetable. We decided to break it down to 7 months: 1 month preparation; 5 months of exhibitions, in every city it would be a 2 week exhibition; and 2 weeks evaluation.

We created the action plan based on the following aspects:

- Sending mails to the associations;
- Creating small cast demos to give to the associations;
- Creating and sending press releases in the national media;

- News releases and articles in Litera nostra magazine;
- · Radio ads;
- Communicating in the malls where the exhibition would be, by posters;
- Creating videos;
- Facebook and YouTube ads;
- Google Ads.

Last thing in our project was fixing the budget, which was made with the help of our Italian colleague.

Budget	Romania	Total Amount	50.000,00
Wage of Workers	9.900,00		
Tax on Labour	2.970,00		
Gross wage cost	12.870,00	12.870,00	
Offices' Rent	7.000,00	7.000,00	19.870,00
Promotional Event in the malls	12.000,00	12.000,00	31.870,00
Reclame on the radio	3.500,00	3.500,00	35.370,00
Promotion in Litera Noastra	2.500,00	2.500,00	37.870,00
General Expenditures	2.000,00	2.000,00	39.870,00
Video Creation	1.200,00	1.200,00	41.070,00
Promotion on general newspaper	3.000,00	3.000,00	44.070,00
Promotion ads (Google, Facebook, YouT	2.700,00	2.700,00	46.770,00
Transport Materials for Exhibitions	2.400,00	2.400,00	49.170,00
Money in the bank	_		830,00

Table 3. Omero Communication Plan Budget

As it can be seen, we need a total amount of 50.000 Euro, which will be used for paying the workers, renting the places, creating 3 videos, press releases, partnerships, 3 radio spot creations, advertorials in 10 magazines and online visual ads and text ads, on Facebook, YouTube and Google.

(H)Omero Museum - Communication Plan

(Sidonia Cristina Ilisan)

As a start we have to say a lot of interesting things about this museum. We have found that this museum was founded in 1993 and as is main inspiration is Homer, from here we thought about the concept as being HOMERO MUSEUM.

Tradition says that Homer would have been blind, and different Ionian cities claimed their poet's birthplace, but his biography is still almost unknown. There is considerable intellectual debate about Homer's existence as a real person, some considering that this would have been a name given to one or more oral poets who sang traditional epic material. It has been repeatedly debated whether the same poet was the author of both Iliad and Odyssey; however, most historians have agreed, however, on the dating of the opera Batrachomyomachia (Homeric religious songs) and the cyclic epics, these being written after the great masterpieces.

As another interesting fact is that the museum is the only in Italy allowing the tactile vision of artworks and was conceived and realized by Roberto Farroni and Aldo Grassini.

Our main objectives for this museum by doing the PR campaign are:

- To attract Romanian visitors
- To increase the museum's popularity

As a first step of being documented about the situation we had realized a Swot analysis and after considering everything we had as some results the following facts: as strengths we found that is the first museum for blind people, nglishog art by touching it and Well trained staff, also is the one of the few museums in the world that provides information in nglisho language.

The Weaknesses of this museum are: the are no audio presentation for the art and not everyone esperience the interactive activities, also they don't promote the museum on TV and radio and is necessary and there is the need of improving nglish skills.

Talking about the opportunities we have found that some possible as being: Improving the website, accessable location and one of the biggest University in the region. Of course that are some treats and this are: lack of interest of people, the development of other museums and the pieces are not the originals. Our next step in this PR Campaign was targeting the main public and here we had created our persona. Our Persona is called Maria Popescu and has between 35 and 50 years old, interested in culture and has an urban residence. It has medium to high studies, working in educational domain with an average income. She is married and has at least one kid. Is very active and eager to travel, wishing to escape from her daily routine.

We all had know that something can work when is done very good and has established good strategies and tactics. Starting from these things we had thought at some activities which can help us to aim our objectives.

As a first strategy we thought at promoting the museum in the most important museums from Romania like The National Museum Of Art, The National Museum of Antiques and others. We think that this could work because can open the people's appetite for other ways of presenting a museum.

One second strategy is contacting other national and international disabled artists and making a special exhibit for promoting and selling their workart. These kind of events always had been appreciated by people and is a good way of promoting the museum.

Our third strategy is creating TV and radio spots to promote the museum.

Going further we established some tactics to reach our objectives. First of all we thougt a dinner for blind people, while the concept of dark dining, or blind dining, is completely new, the trend has become a culinary venture elsewhere with dark restaurants popping up in many countries.

The customers dine in pitch darkness in the dark restaurants. They can neither see the food they are eating nor the people they are sitting with. The blind dining experience allows people with full vision to relate to and empathises with people with lost vision.

Apart from providing an eye-opening experience for others, the dark dining trend has helped the visually impaired community in many ways. Many of the dark restaurants employ visually impaired people as its staff.

Secondary we thought at creating audio spot in 3 languages that will be broadcasted on the most popular radio channels in Romania and also contacting other artists with disabilities for selling their art works in an event organized at the museum.

Our third tactic is creting a partnership with Râşnov, here thinking about making the partnership like a kind of twin cities that promote each other's goals and what has to offer.

Communication Budget Homero Museum 50000 euro

As the total amount for this communication plan we have 50000 euro which are divided into the following sections as follows:

- Technical Budget 2800 euro
- Advertising Budget 17625 euro
- Maintenance expenses 1200 euro
- Event Budget 21200 euro
- Research Budget 6500 euro

After doing the total amount we thought at each section as being made up of several expenses and here we have the numbers:

Technical Budget 2800 euro	Advertising Budget 17625 euro	Maintenance expenses 1200 euro	Event Budget 21200 euro	Research Budget 6500 euro	Balance Sheet 50000 euro
Film Budget 900 euro	Internet Ads 5400 euro	Domain Budget 200 euro	Blind dinner 8500 euro	Research Personnel 3000 euro	Estimated Communication Budget 49325 euro
Pictures Budget 750 euro	TV Ads 2050 euro	Servers Budget 1000 euro	M2M Events 7500 euro	Data Collection 500 euro	Net Balance 675 euro
Prints Budget 650 euro	Radio Ads 4350 euro		School Events 5200 euro	Data Processing 3000 euro	
Web editing Budget 500 euro	Printed Advertising 3450 euro				
	Open Air 2375 euro				

Table 4. Omero Museum Plan Budget

Macerata Municipality Come to Macerata! - Esperienza italiana

(Kinga Monica Gosuly)

Everyone must go trough the true italian experience at least once in their lifetime. Ever since we arrived in Italy, we could feel the vibe in the air and loved it so much we wanted to share it with everyone. Also, we knew that people seek for experiences rather than simple objects or services. This is why we choose to promote Macerata by creating a communication plan that is focused on experiences.

We started by defining the situation and our research showed us that Romanians are the 7th nationals who visit Macerata. The second information that we found was that leisure tourism is incresing fastly – fact that we already knew. Our research showed us something very interesting: women choose the destinations, but men pay for the travel. Women are interested in leisure activities and men are interested in restaurants. This information strenghtened our opinion about experiential tourism, because, as we found out, everyone is looking for experiences – should it be food experiences or any other activities. Also, we found that Romanian tourists reduced their budget for traveling in the last couple of years. This was a helpful information, because we wanted to promote Macerata among Romanian tourists.

As a second step, we had to position Macerata and we decided to use a S.W.O.T. analysis in order to do that. After this, it was easier for us to observe what we could use or what needs improvement. As you can see in the table below, we have: Strong points: cultural and musical festivals, authentic Italian gastronomy and beverages, Macerata University (since 1920), surroundings, architecture, good infrastructure, hospitality and last but not least, the city is easy to visit in one single day. Weak points: the first problem we encountered there was that locals do not speak or understand English very well. Also, English is not communicated in the main touristic sites, Macerata is not known by foreigners and the population of the city is decreasing – this made us feel lonely in the city. Regarding the Opportunities, we can mention: leisure tourism is increasing, tourists seek for authentic experiences in small cities and tourists want to engage with locals. Also, the Threats are: small cities do not benefit from advertising and there is a strong competition: small cities with more opportunities, like Ancona or Pescara.



Figure 82. Macerata seen from above https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiT3fnhnJ_nAhXBC-wKHdkOCw8QjRx6BAg-BEAQ&url=https%3A%2F%2Fmarcheholiday.it%2Fn1%2Fblog%2Fmacerata-and-opera-festival&psig=AOv-Vaw3DxmnMm5tlsejURV4_Tjw-&ust=1580057964700247

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Strong	Weak				
 Cultural and musical festivals Authentic italian gastronomy and beverages University from 1290 Surroundings Architecture Good infrastructure Easy to visit in one day Hospitality 	 Locals do not know english English is not communicated in the main touristic sites Macerata is not known by foreigners Decreasing population – makes you feel alone in the city 				
Opportunities	Threats				
 Leisure tourism is increasing Tourists want authentic experiences, in small cities Tourists want to engage with locals 	 Small cities do not benefit from advertising Strong competition – small cities with more opportunities: Pescara, Ancona etc. 				

Table 5. SWOT Analysis Macerata

Also, in the positioning step we found 3 main facts about Macerata that could be helpful for our project:

- The most well-known touristic objective is Sferisterio, the beautiful open-air stadium;
- Macerata offers a huge variety of wines and traditional dishes this can make the visitors to taste the italian experience;
- Macerata is the place where Musicultura takes place one of the most famous italian music festival.

As soon as we were ready with defining the situation and positioning Macerata, we fixed the objectives for our campaign. The main objective was: attracting Romanian tourists to come visit Macerata for at least one day. Secondary objectives:

- 1. increasing the number of Romanian tourists with 40% by the end of May 2019, compared to the same period of this year (May 2018);
- 2. creating a bond between the locals and Romanian tourists;

- 3. involving technology in order to advertise the city;
- 4. creating user-generated content from the tourists.

In order for us to be able to create a persona, we had to define a target public: we thought that the most likely people who would come to Macerata and look for experiences would be young couples, between 25–34 years old. They should be interested in traveling for leisure and in cultural differences. They have a job and therefor a medium economical status and a rising income, because they have to be able to afford an abroad vacation. Also, they have a medium to high cultural level and are interested in museums, stories and history. Last but not least, they have finished education, which should be medium to high.

Next, we established our persona:

Name: Andreea Popescu;

Gender: female; **Age:** 28 years;

Occupation: web programmer; Monthly income: 800–1300 Euro; Activity: working in corporations;

Interests: she keep herself updated by offline and online communities (Facebook, travel agencies, informal videos);

Needs: she misses a quiet place, far from home, a getaway far from routine and daily stress;

Lifestyle: busy, stressful, lack of time, full of responsibilities;

Personal objectives: a family and a child before she turns 35 years old;

Professional objectives: desire to advance to a higher or a leading position inside the company she works in;

Challenges: dealing with daily routine, balance between personal and professional life, unhealthy lifestyle;

Communication: she prefers to communicate face-to-face, she feels the lack of human interaction;

Buyer behavior: she buys from internet, websites, and that's where she searches for accommodation too.

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Figure 83. Macerata University, Italy
https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwi17KLjnp_nAhWIGuwKHVcfCv0QjRx6BAgBEAQ&url=https%3A%2F%2Fwww.maceratabymarche.it%2Fmacerata-to-visit%2F%3Flang%3Den&psig=AOvVaw0vLlnLNnczAsCjAwEeXhye&ust=1580058493830841

As we finished with details about the persona, we moved on to the insight. Our insight was:

Romanian tourists want to experience the authentic Italian lifestyle.

The next step was estabilishing a strategy and tactics so we make the action plan. Our strategy was to make tourists feel the Italian experience. The tactics we had to follow were:

- 1. reating an online platform
- 2. creating partnerships with hotels, shops, museums and restaurants for discounts and special meals
- 3. advertising the platform to Romanians
- 4. advertising to Italians
- 5. turning the platform into a trademark for Macerata.

Last but not least, we needed a budget for our campaign. This was made by our Italian teammate, who is an economy student. We helped with the PR part and he did the numbers.

In the first table you can see how many people are needed in our campaign. The result was that we need a team of minimum 10 people. In the second table are shown the salaries and taxes calculated. The result was that we will need 480.600 Euro for the campaign.

EFFORT MATRIX AND BUDGET

	ITALY	ROMANIA	
Element description			TOTAL
Attracting Romanian Tourists for at least one day			10
1.1 Create online platform	1	1	2
1.1.1 Web Agency	1	1	2
1.2 Create partnership with local actors	1	1	2
1.3 Advertising	1	4	5
1.3.1 in Romania	1	0	1
1.3.2 in Italy	0	4	4
1.4 Platform Trademark	1	0	1
	4	6	10

unitary personnel costs/month	Total net cost	tax	TOTAL DIRECT COSTS	Subcontract	TOTAL
1.000,00€	2.000,00€	700,00€	2.700,00€	16.600,00€	19.300,00€
1.000,00 € 1.000,00 €	2.000,00€ 2.000,00€	700,00€ 700,00€	2.700,00€ 2.700,00€		2.700,00€
1.000,00€	5.000,00€ 1.000,00€	1.750,00 € 350,00 €	6.750,00€ 1.350,00€	50.000,00€	56.750,00€
1.000,00 € 1.000,00 €	4.000,00€ 1.000,00€	1.400,00€ 350,00€	5.400,00€ 1.350,00€		1.350,00€
	10.000,00€	3.500,00€	13.500,00€		80.100,00€

Table 6. Effort Matrix and Budget

Macerata - an opportunity you can't miss

(Sidonia Cristina Ilisan & Maria Gherghinoiu)

Macerata is a city and commune in central Italy, the county seat of the province of Macerata in the Marche region and it has a population of about 41,564 people. Macerata is composed of a natural scenery with a thousand facets: mountains, hills, valleys, woods and cultivated fields running all the way to the shores of the Adriatic.

Macerata is set on a hill at 1,030 ft above sea level, between the Potenza and Chienti Valleys. It is surrounded by a spectacular mosaic of cultivated fields, maintained as if they were gardens or parks. The Province of Macerata extends for 1,724 from the Adriatic Sea in the east to the Provinces of Ancona in the north, Perugia to the west, and Ascoli Piceno in the south.

Also, near Macerata there is the city of Recanati, birthplace of Giacomo Leopardi; Camerino, with its prestigious university; Tolentino, decidedly picturesque and a regular tourist attraction; and the beaches of Civitanova Marche.

Culture has been the centerpiece of Macerata Province since the era of Father Matteo Ricci, who left Italy at 26 years old to travel to the Far East to open passage to China. It is easy to savor the charm of the ancient agricultural rituals by opting for a farm or agritourism vacation in one of many villas and country houses immersed in nature, enjoying the local cuisine.

A very rich first course is vincisgrassi, a kind of lasagne and meat sauce. The ciausculu is a lean, salame, finely minced and seasoned with garlic, pepper and parmigiana di gobbi (thistle). A typical and tasty dish is the brodetto of Porto Recanati, a fish soup whose broth is obtained by pre-cooking cuttlefish with saffron. Desserts include biscotti col mosto and the area's crescia fogliata.

Macerata, with its countless theatres and amazing productions, will not disappoint those keen on drama and opera. The theatrical season reaches its peak with the A. Perugini National Dramatic Art Review and the celebrated opera season held at the Sferisterio. Equally well-known is the Macerata Jazz Festival. Speaking of music, the Recanati Music Festival is a coveted gig for young singer-song-writers.

Numerous trails for trekking, horseback riding and mountain biking wind through the Sibilline Mountains. The winds here enable the practice of paragliding and hang gliding, taught at the school above the San Liberato Monastery. Even off-slope skiing in the Azzurri Mountains is possible, a view

Romantic poet Giacomo Leopardi enjoyed from his window in Recanati. For those simply looking to relax, the area offers thermal spas in Sarnano and Tolentino.

The context

We found Macerata to be an amazing destination if you want to discover Italy's culture, history and lifestyle, a combination between tradition and modern times and the perfect place to have an authentic *italian experience*. But, the problem is, we think most of the cities attractions aren't really highlighted when it comes to communication and promotional activities that are directed to tourists, even if we talk of tourists already visiting Italy or the ones who are planning to go there.

Macerata is a small city, but it has a really nice vibe and a big number of attractions that can be made highly visible when it comes to attracting tourists: the Palazzo Ricci, the Palazzo Buonaccorsi, the Sferisterio, the Museo della Scuola, the central piazetta and other beautiful buildings and sight-seeing places in the city.

From what we experienced going to these places and talking with the managers of some of these locations, we found out that their strategy is to attract locals and people who already know what their activities are but some of the locations don't even focus on the communication strategies to reach new publics.

It's really important to understand the italians way of thinking when it comes to culture, art or history, because they are really proud of their heritage and don't need a push when it comes to taking advantage of their museums and cultural events. But, when it comes to tourists, the things can really change and we think is important to attract more types of tourists, not only locals and italians.

The strategy

We wanted to make an integrated communication strategy in which we will include all the city's cultural and historical attractions and highlight the importance and advantages of visiting Macerata, in the Italian touristic landscape. This strategy has as an primary objective to position the city as a very important touristic attraction.

Tactics:

- Make a slogan and a banner for the campaign, flyers and a magazine with informations about the city;
- Place the promotional materials in important places in Macerata and other nearby cities, in airports and train stations;
- Make a GoogleAds Search & Display campign, in order to reach potential visitors who are looking for touristic attractions in Italy;
- Make a promotional video of the city, which will be displayed in Italian airports, so that incoming tourists can consider taking a trip to Macerata;
- Make a partnership with travel agencies, in order to include this destination in their programs.

Target public

Our target public is comprised mainly of foreign tourists, but can include locals and italians. The persona's characteristics are: young (25–40 years), in a relationship but not necessarily married (traveling with a partner), without kids, with higher education and in a mid-level position at their job, curious and adventure seeking, but with an interest in culture, art and history. The tourist can already be on a trip in Italy or is planning to come to Italy and is doing research on what she or he could visit in this country, that will fit his needs.

Timeline and Budget

We planned for this campaign a timeline starting in June 2018 but we do not have an ending time, because the campaign is designed to be used for a long time, until it no longer delivers results or brings added value to the city. We will start by implementing the visual materials and following with their distribution and the online search campaign.

The cost will be about 10,000 euros for the initial set-up of the campaign (for the design and production of the visual materials), 15,000 euros for their distribution and 30 euros per day for the online campaign. The online campaign can be adjusted to fit further needs, with its budget being reduced or increased, according to the results.

Evaluation

We thought about some means of keeping track of the results and evaluate the impact and success of our campaign. We would measure:

- the results of the online campaign: number of clicks on ads, number of visitors on the website coming from the ads, number of tickets at attractions sold online;
- the number of tourists coming from travel agencies that we partnered with;
- the increase in the number of tourists in the city during a one-year period;
- the number of visitors per attraction, compared to the same period a year before.

We hope that at the end of the first year we can achieve some promising results from our promotional and communication efforts so that we can move on to improve our strategy and tactics and bring even more tourists to Macerata.

Part II Greece Experience

(Claudiu Coman, Maria Mădălina Popica)

Greece - short description of the Athens, Chios and Lesbos mobility

(Claudiu Coman, Maria Mădălina Popica)

This time, May was about the Greece mobility. Between May 4–12, 2019, 16 of the students of the Faculty of Sociology and Communication had the chance to travel to the beautiful capital of Greece and two other Greek islands and also the chance to express themselves in an international academic context. The visit to Greece had the destinations Athens and the islands of Chios and Lesbos for an exchange of experiences that would change their perspectives and bring them in a beautiful and united team for several extracurricular projects. The main activities were carried out in collaboration with the Aegean University of Chios, which was also our host there, providing us with their classrooms and wonderful teachers like Stella Zounta, Andreas Andrikopoulos, Michalis Bekiaris and Maria Salamoura who gave us useful lectures and presentations, but also suggestions that made our stay much more beautiful.

For 9 days we had the pleasure to discover a beautiful part of this country by participating in courses and workshops realized by the university. We discovered which are the main tourist attractions of the area, the most visited and those that have a great tourist potential which however, it is not exploited to its full potential. We discovered the capital of Greece with its beautiful and less beautiful parts, institutions with a great historical and cultural load. Some of us had their first flight and the most adventurous ferry trip we could have. We interacted with the locals and students of the host university and enjoyed the hospitality with which the Greeks treated us in all the destinations we traveled along.

All of these activities, formal or informal, have helped us to get to know people and places, culture and Greek lifestyle better, which was absolutely necessary for the activities that followed to be carried out. More specifically, it is the communication plans that we have to make, the communication plans in which we had to come up with suggestions on a better and more efficient promoting of the main tourist attraction we visited. Also, all of these activities gave us a very good opportunity to

understand some essential things, such as the fact that the environment we come from gives us a great sense of safety and security.

In this mobility, we were accompanied and guided by two of the teachers from our faculty, Ana-Maria Bolborici and Claudiu Coman, the professor being the coordinator of the projects we carry out and which gave us the opportunity to take part in this mobility.

As I mentioned in the introduction of the volume, one of the objectives of this mobility was to make some communication plans for each of the main tourist attraction we visited. Therefore, we were divided into teams of 5, respectively 6 people and we made three presentations for the Acropolis and Agora Museum, the Archeological Museum in Chios and the Mastic Museum in Chios. The teams were very well formed and remained unchanged throughout the projects. The teams were being chosen by the coordinator at the beginning of the trip and aiming at their cohesion.

This mobility was an extraordinary opportunity to get to know us better and to find ways to work better as a team, to understand how we define our role as a team to make work more enjoyable and efficient.

Although the experience has been very enjoyable and at the same time productive, its purpose and objectives being met, there are still aspects that we could improve to have better results in the future.

Activities schedule - Greece, May 2019

Day 1 - Saturday, 4 May 2019

Flight Bucharest – Athens: 13.45 – 15.30 pm Accommodation in Athens and sightseeing.

Day 2 - Sunday, 5 May 2019

Guided visit to the Acropolis Museum in Athens: 10.00 – 11.30 am Communication plan brief and Q&A session: 11.30 am – 12.30 pm

Guided visit at the Agora Museum: 14.30 – 15.30 pm Preparing the communication plans: 15.30 – 16.30 pm

Ferry trip to Chios island

Day 3 - Monday, 6 May 2019

Visit at the Aegean University in Chios: 10.00 am – 13.30 pm

Presentation of the activities calendar 13.30 – 14.00 pm

Presentation of the communication briefs of the two museums visited in Athens 15.00 – 17.30 pm

Q&A Session 17.30 – 18.00 pm

Accommodation in Chios

Day 4 – Tuesday, 7 May 2019

Attending a couse and seminar of one of the MBA's professors at the Aegean University: 9.30 – 11.30 am

Visiting the Chios Castle and the Byzantine Museum in Chios: 11.30 am – 15.00 pm

Preparing the communication plans: 16.00 – 18.00 pm

Accommodation in Chios

Day 5 - Wednesay, 8 May 2019

Presentation of the communication briefs – Communication strategies for the Chios Castle and the Byzantine Museum: 09.00 – 10.30 am

Q&A Session: 10.30 - 11.00 am

Visit at the Philip Argenti Museum and Library: 11.30 am – 13.00 pm

Communication brief and Q&A Session: 13.00 – 13.30 pm

Preparing the communication plans for the Phipil Argenti Museum and Library: 15.00 – 18.00

Accommodation in Chios

Day 6 – Thursday, 9 May 2019

Presentation of the communication plans for Philip Argenti Museum and Library: 9.00 – 10.30 am

Q&A Session: 10.30 - 11.00 am

Trip to the Chios Mastic Museum, in the southern part of the island: 10.30 am – 15.00 pm

Preparing the communication plans for the Chios Mastic Museum: 16.00 – 18.00 pm

Accommodation in Chios

Day 7 - Friday, 10 May 2019

Presentation of the communication plans for the Chios Mastic Museum:

9.30 - 11.00 am

Q&A Session: 11.00 - 11.30 am

Attending a workshop of an MBA professor at the Aegean University in Chios: 14.00 – 16.00 pm

Presentation of communication strategies regarding Chios Island from Romanian and Greek students. Comparative analysis. Q&A session. Final conclusions: 16.30 – 19.00 pm

Accommodation in Chios

Day 8 - Saturday, 11 May 2019

Ferry trip to Lesbos

Visit at the Mytilene Fortress, at the Byzantine Museum and at the Theophilos Museum: 13.00 – 16.00 pm

Preparing and presenting the communication plans for Lesbos: 17.00 – 19.00 pm Accommodation in Lesbos

Day 9 - Sunday, 12 May 2019

Ferry trip from Lesbos to Athens Flight from Athens to Bucharest Train trip from Bucharest to Braşov

Participants - Students from the Transilvania University, Faculty of Sociology and Communication

Alexandra Mirela Gîrbea

Ana-Maria Tomozeiu

Andra Mihaela Giurgiu

Andrada Suteu

Andrea Annelise Damó

Bianca Valentina Ivașcu

Denisa Damian

Georgiana Grigore

Ioana Văleanu

Kinga Monica Gosuly

Mădălina Iuliana Tansanu

Maria Gherghinoiu

Maria Mădălina Popica

Oana Mihaela Petre

Sidonia Cristina Ilisan

Silvia Blaj

Branding case studies Greece

TEAM 1

Reinventing Museums of Athens - #HEROESOFACROPOLYS

(Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)

This was a little bit of a tricky job because we all know why everybody is going to Athens. Definitely for the Acropolis. Why would anyone need a PR team to do a promoting campaign when that place doesn't even need to be promoted? Everybody knows about it.

Because of that reason, we chose to select a public that doesn't really get in touch with that place, so we selected children.



Figure 84. Kid reading comics https://torontopubliclibrary.typepad.com/.a/6a00e5509ea6a18834015433f17714970c-pi

Our Persona is going to be Luke, who is 14 years old, lives in an urban district and goes to a public school. He likes playing video games and reading comics, tends to be curious and creative, playful and active. His parents have a medium-income and they go on a vacation at least once a year. His friends have the same interests.



Figure 85. Zeus https://clipartstation.com/wp-content/uploads/2018/10/zeus-clipart-4.jpg



Figure 86. Superman https://www.pngkey.com/png/detail/53-533943_free-superman-clipart-super-man-baby-png.png

We jump right into the Creative Concept, which is all incorporated into the hashtag of our campaign, #HEROESOFACROPOLIS. Our targeted public do think a lot and it is very passionate about superheroes because they have supernatural powers, but what they don't know is that, actual gods really existed. They were greek gods that had powers too. What we wanted to do was to introduce them into this greek world that they don't really know using the superheroes' world that they are familiar with. We decided to associate greek gods with superheroes, because nowadays kids are not so much into reading stories. They like to play games on the computer, watch movies and read comics. By doing that, kids will learn easier the similarities between heroes and Greek gods.

Our Objectives for this campaign are:

- Increasing the number of visitors under 15 years old with more than 15% through the next summer;
- Increasing the visibility of the museum in the online environment;
- Creating an Instagram page for the Acropolis Museum;
- and last but not least, increasing the number of people who follow the Facebook and Instagram
 pages of the museum.

STRENGTHS	WEAKNESSES					
 FREE ENTANCE FOR PEOPLE UNDER 18 YEARS OLD FREE ENTRANCE FOR EU CITIZENS SOURCE OF WATER ON THE TOP 	 CROWDED CANNOT BE VISITED WHEN IT RAINS THERE ARE NO SIGNS AT FIRST SIGHT NO FREE MAP/FLYER FOR VISITORS 					
OPPORTUNITIES	THREATS					
 COLABORATIONS WITH NGOS ALL OVER THE WORLD DEVELOPING A NEW APP WHICH INCLUDES AN INTERACTIVE MAP 	IT IS NOT A SAFE CITY FOR TOURISTS NO ONE TALKS IN SCHOOLS ABOUT GREEK MYTHOLOGY ANYMORE					

Table 7. SWOT Analysis for Museum of Athens

In order to get to the real work, we had to approach this problem to fully understanding in order to be able to take the right actions. We decided to use a S.W.O.T. analysis and we observed some certain things. Regarding the **Strengths**, we have: • free entrance for people under 18 years old; • free entrance for EU citizens; • existence of a water source on the top. In the case of the **Weaknesses**, we found out that: • the place is very crowded; • it cannot be visited when it rains; • there are no guiding signs at first sight; • there's no free map or flyer for visitors. Also, the **Opportunities** that we discovered are: • collaborations with NGOs all over the world; • developing a new interactive app for children. Regarding the **Threats**, we have: • Athens is not a safe city for tourists; • no one, except Greek people, talks in schools about Greek mythology.



Figure 87. VR Experience https://www.pngkey.com/png/detail/191-1912105_boy-wearing-a-virtual-reality-headset-royalty-free.png

As we found some more details about the situation, we begin our Action Plan. First things first, we're going to start with the VR Tents that's going to be on top of the Acropolis where visitors, mostly our targeted public, will be able to experience it. They will play a game in which superheroes will be used to rebuild the entire Acropolis. The game will be similar to Minecraft and it will be a success because kids nowadays are really familiar with it. They already know all the superheroes. Now we will have to teach them everything about greek gods, but in their own language. When the building is finished, the superheroes selected by the player will transform into a Greek god (eg. Superman – Zeus, Venom – Erebos, Aquaman –Poseidon, Ironman – Hephaestus and more.).

The next thing that we're going to do is launching a new app which is going to be helpful not only for our targeted public, but also for every visitor. The app will be a map of the whole area and it will also tell the story of each building of the museum. When visitors access the location, a notification will pop up and will inform them that they can use some sort of filters which allow them to take pictures with Zeus or Afrodite, or even transform them into a greek god.



Figure 88. Reading a map https://image.slidesharecdn.com/readingamap-160412144220/95/reading-a-map-1-638.jpg?cb=1460472228

The hashtag mentioned earlier (#HEROESOFACROPOLIS) will be used to promote our campaign over the internet. Youngsters will use this hashtag on Facebook in order to enter the contest and win a free getaway in Athens for their whole family. There will be 2 winners every month and a total of 6 families will be enjoying a city break in Athens. In this way, a lot of people will find out about this museum and the great stuff they can find in here. It will be a space filled with history and modern technology at the same time.

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Activities	Febr	Mar	Apr	May	June	July	Aug
Facebook posts contest							
Facebook posts app							
VR activity							
Posts on Instagram (prize)							
Ads in games							
Youtube ads							
Promotional materials							
Prizes period							

Table 8. Gantt Chart for Museum of Athens

Every campaign has a calendar and so do ours. It will take place from February to the end of August. We put our action plan in a Gantt Diagram as follows:

- Facebook posts for the contest February to the end of May;
- Facebook posts about the app only March;
- VR activity June to the end of August;
- Creating messages about the contest and posting them on Instagram February to the end of May;
- Ads used in video games for the contest and VR tents February to the end of July;
- YouTube ads about the app and VR tents on targeted public type of content June to the end of August;
- Promotional materials, such as maps, for the visitors June to the end of August;
- Prizes period June to end of August.

Last, but not least, the Budget is what makes every campaign a great one and helps things to work, so we will present it next:

- Facebook Ads 4.000 euro
- Games Ads 4.000 euro

- Youtube Ads 4.000 euro
- Graphic Designer for Ads 1.500 euro
- Apps Developers (2 people) 10.000 euro x2
- Staff (5 people) 6.000 euro x5
- Equipment 30.000 euro
- Promotional Materials 1.000 euro
- Prizes 32.000 euro
- Emergencies 2.500 euro

Total = 129.000

Detailed budget

- Facebook Ads 4.000 euro. The length of the ad campaign and the characteristics of it, the fact that we applied it on a large targeted public and on a big perimeter made us fit this amount.
- Games Ads 4.000 euro. It would be easy to put up game ads, but we needed to target these ads on games that our targeted public plays, and that being said, it's hard because we got competition ads and that our targeted public played pretty complex games.
- YouTube Ads 4.000 euro. Again, this was an amount that will fit the length of the campaign and also the type of videos where will be played, specific for our public.
- Graphic Designer for Ads 1.500 euro. We needed just one add that could be played on all of the selected platforms (in this case Facebook, YouTube, and in games) and for him to make a model for the promotional material (in this case the flyers that will be given to people in the center of Athens).
- App Developers (2 people) 10.000 eurox2. We had to make an app for our map project and for the VR game, the reason why we have to app developers, so that both wil be well made and in short time.
- Staff (5 people) 6.000 eurox5. The staff is actually the people that will stay at the VR booth and will give assistance to the people coming there, for the whole 3 months.

- Equipment 30.000 euro. The needed equipment it's actually, all the needs for the VR tent, VR glasses, tent, table, chairs, wires, Pcs and other utilities.
- Promotional Materials 1.000 euro. The promotional materials that will be made by the graphic designer will be distributed by one of the staff members everyday for an hour to people in the center of Athens.
- Prizes 32.000 euro. The prizes in this campaign will be given two every month (June, July, August), to the winners from social media, and it's an Athens gateway for their whole family. In the end we'll have 6 winner families that will enjoy 1 week in Athens.
- Emergencies 2.500 euro. This emergencies budget was made just to be sure that we got an amount of money that can help us manage different situations that can appear, in this situation, cut of the electricity, broken equipment etc.

Total = 129.000

Agora Museum Athens - Take a God on a Walk

(Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)

The trickiest part of this museum was the fact that it's located next to the Acropolis and because of that, people don't get to visit it too. It might be because they don't have enough time or they might get bored before seeing the museum. As we found out that this is the main problem, we needed to make this museum more visible, because it's an important part of Greek's history which needs to be known.

The Persona for who we made our campaign is Helena, 35 years old. She has 2 kids, medium studies and average amount of money. She is a familist who wants a healthy lifestyle, not only for her but also for her children, but doesn't have enough time to do as much as she might be willing. During her free time, she likes to relax and play with her kids outside. She travels really rarely because she prefers to take care of her children, but she enjoys cultural destinations.



Figure 89. Woman with two kids

https://us.123rf.com/450wm/katedav/katedav/1511/katedav151100016/49173822-stock-vector-happy-cartoon-mother-with-two-children-a-boy-and-a-girl-no-gradients.jpg?ver=6

We begin with our Creative Concept, developed after we found out the main problems. Our campaign is called "Take a God on a walk". Basically, we will transform the museum into a park in which the guides will be dressed up as gods and mythological creatures. They will walk with tourists and

will present them the exhibition, hang out with visitors and tell them stories about the museum or Greek mythology. The main purpose of this concept is to create a relaxed environment where you can learn new things, but also educate yourself, all with the power of gods.



Figure 90. Greek Gods

https://media.istockphoto.com/vectors/olympian-roman-and-greek-gods-and-goddesses-vectorid824284510?k=6&m=824284510&s=612x612&w=0&h=ZfBHViKVPpQPcOHOUeMlakgGq6mNQPPRukmu5L0jBCg=

The Objectives of our campaign are as following: Refreshing the specific of the museum; Increasing the number of visitors with more than 20% in a year; Making people spend more time in the area than they usually do; Combine education, culture and relaxation together; Creating a social space not only for the visitors, but also for the locals.

In order to develop the strategy, we have to analyze the situation better by applying a S.W.O.T. Regarding the Strengths, we identified: Free entrance for people under 18 years old; Free entrance for EU citizens; Source of water in the museum; Free Wi-Fi. The Weaknesses are: There is just one toilet; It is hard to find your way through the museum building; There are no signs at first sight; No free map/ flyer for visitors. For the Opportunities, we got: Possibility to integrate the museum space into social education projects; Support from the local institutions. In the end, there are the Threats: Nearby museums; Tourists don't have a lot of information about this hole mythological universe.

STRENGTHS	WEAKNESSES				
 FREE ENTANCE FOR PEOPLE UNDER 18 YEARS OLD FREE ENTRANCE FOR EU CITIZENS SOURCE OF WATER IN THE MUSEUM FREE WIFI 	 THERE IS JUST ONE TOILET IT IS HARD TO FIND YOUR WAY THROUGH THE MUSEUM BUILDING THERE ARE NO SIGNS AT FIRST SIGHT NO FREE MAP/FLYER FOR VISITORS 				
OPPORTUNITIES	THREATS				
POSIBILITY TO INTEGRATE THE	NEARBY MUSEUMS				

Table 9. SWOT Analysis of the Ancient Agora of Athens

We're finally getting to the Action Plan and we are going to promote the museum on social media starting 1 month earlier (Instagram, Facebook, local, traveling sites and Youtube). From 1st of June, the campaign will start and the promoting continues. The guides will provide 10 hours of guiding from 12 AM to 10 PM. The locals will have to pay a reduced ticket in order to enter the museum.

The schedule of this campaign will be incorporated into a Gantt Diagramme as following:

- Facebook posts and ads May to the end of August;
- Instagram posts and ads May to the end of August;
- Traveling sites ads May to the end of August;
- YouTube Ads May to the end of August;
- Local posts and flyers May to the end of August;
- Guides June to the end of August.

Activities	May	June	July	August
Facebook posts and ads				
Instagram posts and ads				
Travelling sites ads				
Youtube ads				
Local posts and flyers				
Guides				

Table 10. Gantt Chart of the Ancient Agora of Athens

The coal spreading the fire of this campaign is the Budget which looks like this:

- Facebook Ads 4.000 euro;
- YouTube Ads 4.000 euro;
- Instagram Ads 2.000 euro;
- Travelling sites Ads 2.000 euro;
- Local promoting materials 2.000 euro;
- Guides (12 people) 24.000 euro;

Costumes – 2.000 euro

Total = 40.000 euro

Detailed budget

- Facebook Ads 4.000 euro; We got a full length of 4 months ads, and that's why the budget is pretty big. We used a filter of different type of public, and a big perimeter that we wanted the ads to play for.
- YouTube Ads 4.000 euro; The length was a criterion for this budget, and also the type of videos where the ads to be played.
- Instagram Ads 2.000 euro; Instagram is not an expensive platform for ads, as we see above at YouTube or Facebook, even though it's a Facebook corporate application. Here we opted for story ads because those are more visible than the other types.
- Travelling sites Ads 2.000 euro; Here we had to use Google AdWords and to be specific by adding our ads only on this type on websites, travelling. Here we couldn't choose a public or an age range, because they can't control the page viewers.
- Graphic Designer- 1.500 euro; The graphic designer will need to make one add that will be used
 on all the platform listed above (Facebook, Instagram, YouTube, Travelling Sites) and the promoting materials (in this case the flyers that will be distributed to people).
- Local promoting materials 2.000 euro; Because of the length of the campaign, 4 months we choose to make a lot more flyers that should be given to the people by guides.
- Guides (12 people) 24.000 euro; The guides will be there for the whole 4 months, distributing flyers, talking with tourists, telling stories and walking them through the park.
- Costumes 2.000 euro. The costumes are for the guides and will be rented for the whole 4 months.
 The guides will dress as gods or with authentic Greek costumes.

Total = 41.500 euro

Chios Mastic Museum

(Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)

The Mastic Museum from Chios is a new Museum, very high tech and modern. From the analyze that we made we realized its only problems are the fact that it is really hard to get to. That being said, we wanted to make people spend more time there, because the museum explains the whole culture of mastic and the history of Chios' trading history.

The Persona that we chose for this campaign is Albert, 27 years old, who likes to travel. He is an adventurous man who seeks new experiences. He has high studies and medium to high income. He has many friends around the globe, loves to learn about different cultures and to develop his knowledge in many fields. He is an extrovert and always looking for self-improvement.



Figure 91. Tourist man https://brentwoodtwinningmontbazon.files.wordpress.com/2011/11/touriste.jpg

Because mastic culture has been promoted from mouth-to-mouth for decades, our Creative Concept will follow the same ancient promoting ways. The visitors will share their experience at the Mastic Museum in a modern way but still mouth-to-mouth, because there will be locals who will explain everything about this culture. People get to understand the information better only when

they get involved in that certain thing. In order to help them find out about those traditions, we developed some workshops when it is harvest time for the mastic trees (August-September). By doing this, tourists will be able to see behind the curtains of this whole mastic culture.

Our Objectives are limited to three as following: Running a campaign in all EU countries to unveil the mastic culture through governmental institutions; Having 20% more visitors until October next year; Increasing the presence of this museum in people's minds by growing the brand.

The S.W.O.T. analysis for this museum will show us a little bit of the strategy that we should apply in order to fulfill our objectives. As Strengths, we have: Reasonable entrance fee; A lot of information given; Friendly staff who speaks English; Souvenir Shop and Cafe bar that make you spend more time there; Having all five senses experience. The Weaknesses that we identified are: There are no signs at first sight; It is hard to access the museum because of its location. For the Opportunities, we got: Cultural and Corporate events, because they have a conference room in the museum; Tourist seek for experiences. Last but not least, the Threats are: Other museums around; Mastic is not known in many parts of the world.

STRENGTHS	WEAKNESSES					
 REASONABLE ENTRANCE FEE A LOT OF INFORMATION GIVEN FRIENDLY AND ENGLISH SPEAKING STAFF SOUVENIR SHOP HAVING THE ALL FIVE SENSES EXPERIENCE 	THERE ARE NO SIGNS AT FIRST SIGHT HARD TO ACCESS					
OPPORTUNITIES	THREATS					
 CULTURAL AND CORPORATE EVENTS TOURIST SEEK FOR EXPERIENCES 	OTHER MUSEUMS AROUND MASTIC IS NOT KNOWN IN MANY PARTS OF THE WORLD					

Table 11. SWOT Analysis of Chios Mastic Museum

The Action plan starts with making a video that will be sent to the embassies of Greece from all of the UE countries in order to help us promote the mastic culture. The next step will happen between

August and September. At the museum visitors will take part in some workshops on Friday, Saturday and Sunday where tourists can actually be a part of the collecting mastic procedure. They will be helped by local people who do this often.

After that, through a contest on Instagram we will try to involve tourists who had been visiting the museum in spreading the mastic culture to others. There will be one giveaway per week for four months, which will contain a gift basket with mastic products, all made in Chios, from chewy gums and jelly to soup, beverages and creams. People will have to post a photo from the museum tagging three friends and inviting them to visit the museum along with the hashtag (#chiosmasticmuseum).

The Gantt diagram helps us visual better the campaign and organize all of our work in order to do things in the best way possible:

- Instagram ads about the contest June to the end of September;
- Facebook Ads June to the end of September;
- YouTube Ads June to the end of September;
- Traveling sites Ads about the workshops and contest May to the end of September;
- Workshops August to the end of September;
- UE promoting video January to the end of December.

Activities	J	F	М	Α	М	J	J	А	S	0	N	D
Instagram ads and contest												
Facebook ads												
Youtube ads												
Travelling sites ads												
Workshops												
UE promoting video												

Table 12. Gantt Chart of Chios Mastic Museum

The Budget was selected for our needs and to make the campaign run in a proper way:

- Instagram Ads 4.000 euro;
- Facebook Ads 4.000 euro;
- YouTube Ads 4.000 euro;
- Traveling sites Ads 6.000 euro;
- Graphic designer for the ads 2.000 euro;
- Video 5.000 euro;
- Workshop materials 1.000 euro;
- Prizes (16) 1.600 euro;
- Staff (2 people) 4.000 euro;
- Workshop specialist (3 people) 6.000 euro;
- Emergencies budget 2.000 euro.

Total = 39.600 euro

The Archeology Museum of Chios

(Alexandra Mirela Gîrbea, Bianca Valentina Ivașcu)

The Archaeological Museum of Chios is a museum located on Michalon Street in Chios town, Chios, Greece. It was constructed in 1966–1971 and covers a total area of 2500 square metres. This museum features a collection of antiquities from the Neolithic Era up to the Roman times excavated at the ancient sites of Emporio, Fana, Datia, Aghio and at Chios town. Many of the artifacts unearthed at the sites were dug by the British School of Archeology.

The Persona we chose for our campaign is Iris, 37 years old who is married and has a kid. She lives in an urban distinct and has an average income. She is really involved in the children's education and growth. Iris likes to spend her free time with her family. She also loves to learn new things for herself and help her kid find them out.



Figure 92. Woman holding her kid http://bpic.588ku.com//element_origin_min_pic/19/04/04/4eae4060027d06ac05ce1f1ad12f971f.jpg

Nowadays kids are not attracted to visiting museums anymore so our Creative Concept focused on this matter. We wanted to let them know that they can make history too. It is easier than they think it could be. Plus, they will have to opportunity to take part in the exhibition. Also, the fact that not so many people associate the sphinx with Chios represents a big issue for the museum.



Figure 93. Kids creating something together https://cdn.clipart.email/bf864fa3654df196668e8125255678aa_illustration-of-stickman-kids-making-arts-and-crafts-clipart-_245-194.jpeg

Our Objectives are as follows: Increasing the online visibility of the museum by creating a Face-book page, an Instagram account and an official site until 15th of May 2021; Increasing Google My Business' reviews with at least 300 until september; Getting the attention of a new kind of public.

In order to fulfill our objectives, we decided to use a S.W.O.T. analysis so we can find out which one is the best strategy to follow. The Strengths that we identified are: Position of the museum in the centre of the city; Reasonable entrance fee; The diversity of the artefacts; Really informed staff; The museum can be visited by people with disabilities. Regarding the Weaknesses, we got: Non-existence presence online; It has never been promoted; The museum has a small number of visitors; There are no signs at first sight. For the Opportunities, we have: Cultural events; Collaborations with other greek museums; Opening a shop in the museum with souvenirs. In the end, the Threats are: The other museums around; Earthquakes; The fact that it is not included in the tourism packages.

STRENGTHS	WEAKNESSES
POSITION OF THE MUSEUM REASONABLE ENTRANCE FEE THE DIVERSITY OF THE ARTEFACTS VERY INFORMED STAFF CAN BE VISITED BY PEOPLE WITH DISABILITIES	NON EXISTANCE PRESENCE ONLINE NEVER BEEN PROMOTED SMALL NUMBER OF VISITORS THERE ARE NO SIGNS AT FIRST SIGHT
OPPORTUNITIES	THREATS
CULTURAL EVENTS COLABORATIONS WITH OTHER GREEK MUSEUMS HAVING A MUSEUM SHOP	OTHER MUSEUMS AROUND EARTHQUAKES NOT BEING INCLUDED INTO TOURIST PACKAGES

Table 13. SWOT Analysis of The Archeology Museum of Chios

The Action plan begins with organizing workshops for kids every Sunday for about 3 months where they will be able to sculpt, potter or make jewelry made out of plasticine. First of all, in order to do this, they will have to visit the museum with their parents and choose what they want to remake. As a prize, the best recreation will be exposed in the museum next to the real one for a whole week.

Sculptors, volunteers and potters will be there to help the kids while parents can relax and enjoy a coffee into the museum's yard. In the meantime, there will be projected a movie about the legend and story of the sphinx, the symbol of Chios.

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Activities	April	May	June	July	August
Creating Facebook page					
Creating Instagram page					
Creating the official site					
Instagram ads					
Facebook ads					
Youtube ads					
Local promotional materials					
The campaign period					

Table 14. Gantt Chart of The Archeology Museum of Chios

We decided to put every task into a Gantt Diagramme in order to visualise everything that we need to take care of during this campaign:

- Creating Facebook page April;
- Creating Instagram page April;
- Creating the official site April;
- Instagram ads May to the end of August;
- Facebook ads May to the end of August;
- Youtube ads May to the end of August;
- Local promotional materials May to the end of August;
- The campaign period June to the end of August.

The Budget we will need to make this campaign is as follows:

- Facebook ads 4.000 euro;
- Instagram ads 3.000 euro;

- Local promotional materials 1.500 euro;
- Equipment (video projector, lights) 3.000 euro;
- Materials for workshops 4.000 euro;
- Others (chairs, tables, coffee machines, supplies) 4.000 euro;
- Potters, sculptors (4 people) 24.000 euro;
- Emergencies 1.000 euro.

Total= 44.000 euro

Detailed budget

- Instagram Ads 4.000 euro; As we said before Instagram Ads are not that expensive, but here it depends on the type of the ads that you are using. In the other campaigns we used only story type ads, but this type we wanted to have both story ads and photo and on the scrolling feed, and that's why we had to put a bigger amount of money.
- Facebook Ads 4.000 euro; The budget is set for the whole legth of the campaign, with a big perimeter and an active play of the add, because our targeted public spend a lot of time on tis platform.
- Youtube Ads 4.000 euro; The ads will play 4 months and will be played on videos that the targeted public watch, in this case, travelling videos and music videos.
- Traveling sites Ads 6.000 euro; We wanted to really get to be seen and we put a big amount of money into these ads because the travelling sites are really important because they can chance the minds of the unsure viewer that want to travel somewhere but don't know where.
- Graphician for the ads 2.000 euro; The graphician will do 2 adds that will fit all the platform, an video add and a static add.
- Video 5.000 euro; For the video we needed an video editor that will make a video for our EU partnership, with the given videos that we'll take from the local authorities.

- Workshop materials 1.000 euro; The workshop materials are different objects used in mastic harvesting, like bowls, rakes, bags, etc.
- Prizes (16) 4.000 euro; The prizes will be a baset full of mastic goodies, bought from locals, like soap, gum, cream, beer etc.
- Staff (2 people) 4.000 euro; The staff is containted by 2 people that will keep the museum running an will help the visitors throughout their whole visit and workshops.
- Workshop specialist (3 people) 6.000 euro; The workshop specialist will be 3 local people, old woman to be specific that know everything about mastic harvesting and who will teach the participants from their experience this harvesting action.
- Emergencies budget 2.000 euro. This emergencies budget will help us defeat some problems that may occur with the missing supplies.

Total = 42.000 euro

Team 1:

Alexandra Mirela Gîrbea Bianca Valentina Ivașcu Grigore Georgiana Kinga Monica Gosuly Maria Mădălina Popica

TEAM 2

Museum of Agora

(Mădălina Iuliana Tansanu)

A walk through the Museum of Agora can be compared to a journey in time. While you are walking down the marble floors among the columns, you get the feeling of what it might have been in the ancient Greece.

At a first glance, you might wonder what else the museum is missing out? Well, compared to the Acropolis, the Agora museum needs more visitors. The museum needs something that can help it get out of the shadow of the Acropolis. So, what is the best way to do this?

Here comes our favorite part, The Museum of Agora needs a new story, but this time the story should be a modern one: a PR Campaign.

The campaign is directed to tourists – the main audience. Our mission is to target people between the ages of 21–35.



Figure 94. Tourists Photography https://i.dlpng.com/static/png/1115729_preview_preview.png

Generally speaking, this category of people has an active lifestyle. Their hobbies may include: travelling, culture and history. They come from the urban environment, usually owing a bachelor degree. Their incomes are average, they rather prefer to travel in groups than alone.

The main two objectives are:

- Increasing the visibility and notoriety of Agora.
- 10% increase of visitors.

Which will result into: Creating a touristic connection/link between Agora and Acropolis.

In order to develop the strategies and tactics, we have to analyze the situation better by applying a S.W.O.T.

Regarding the Strengths, we identified: Agore museum is situated in an advantageous area, near Acropole; The existence of historical monuments of cultural value; The strategic positioning and the estetique arrangement of the exhibits.



Figure 95. Ancient Agora Museum Athens. Photo from the personal archive realized in the period of the mobility

Weakness are: Low number of visitors; Lack of visibility among tourist; The weak connection between Acropole and Agora as touristic spots; The lack of touristic guide for orientation and explanations regarding the exhibits; The lack of signs to the museum; Defficient organizing and long queues at the ticket house.

As Opportunities we got: Acropole may become a museum of renown; Increasing the touristic link/connection between Acropolis and Agora. And the last but not the least, the Threats are: Losing the visitors and the visibility among tourist; Losing the cultural and historical values; Tourist can be taken/stolen by others competing museums.

In order to achieve our main objective, it is necessary to use *strategies and tactics*, both *online and offline*. These will help us show all of the museum highlights has to present: a fascinating architecture that combines elements of ancient Greece with our modern period; the museum also has pieces of art that show tourist the beginning of the democracy. All of this are combined with a beautiful land-scape, right in the center of the city.

Let's start with "offline" Strategies and Tactics:

- Placing a banner in front of Acropole entrance. This will help Agore museum to have more visibility.
- Creating a brochure with a ticket, with includes detailes about Agora museum.
- Placing guiding stickers at each main entrance in Athens, as a game concept; în order to guide tourists to the Agore location.
- Employment of two touristic guides in historical clothes, in order to captivate potentil visitors and guide them at Agore museum;
- · Creating offline events, such as fight simulations;
- Descending from the Acropolis with torches to Agora.

Now, let's see online Strategies and Tactics. The first one is to create a Facebook page where we'll be released a campaign with #bringyourfriendswithyou (a group of six people will receive a discount). Because we know how much we love discounts. The second online strategy is to create an application for a virtual tour from Acropolis to Agora. Also, you can buy electronic tickets on the application. This will help you to save some time and for sure you won't get lost on the way to the museum.

In order to complete all the proposed strategies we will need a well-established time period. The duration of the campaign will be approximately 11 months, from December 2019, until the end of October 2020. In December 2019 we will create and implement the facebook page. At the same time we will try to launch the mobile application that will allow you the purchase tickets and to enjoy the virtual tour. From May to October (2020), at the entrance of the Agore Museum, will be tourist guides ready to give you an unforgettable experience. Fight simulation will take place twice a month, between May and September 2020. Banners, brochures and guiding stickers will be distributed / displayed throughout the campaign.

As we know, money makes things happen, so ultimately we must realize the budget. This will include:

Releasing the application with the virtual tour and tickets	1000 euro
Banner, brochures, guiding stickers	4000 euro
Guides dressed in historical clothes	2700 euro
Actors for the fight simulation and torches release twice a month	3000 euro
Emergency budget	2000 euro
Total:	10700 euro

Table 15. Agora Museum Plan Budget

Archaeological Museum of Chios

(Sidonia Cristina Ilisan)

The Archaeological Museum of Chios was founded in 1977 and it has more than 1200 square meters of exhibition space and it includes exhibits on the history of the island from ancient times until the Roman period. In 1987, the Museum was closed down because of construction problems and it was reopened in 1999.

Even if it's a historical and archaeological museum, needs more visitors and a new face of presenting the impressive collection of exhibits which is the main attraction of the museum.

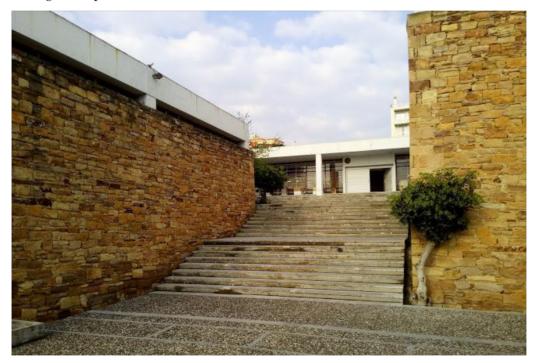


Figure 96. Archeological Museum of Chios

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjcts-OtobnAhXB-6QKHWE6Cc4QjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.inspirock.com%2Fgreece%2Fchios%2Farchaeological-museum-a57462821&psig=AOv-Vaw0YyqJ65fjP5hHS1HgHUUnb&ust=1579205778727711

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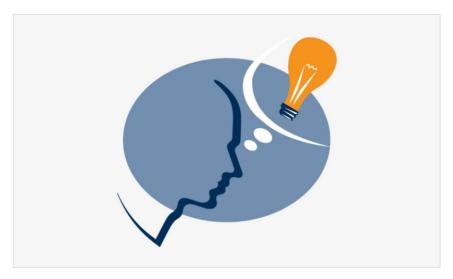


Figure 97. Man Thinking

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiFk8KPu4bnAhUkuaQKHShWDPUQjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.pngkey.com%2Fdetail%2Fu2q8r5a9t4e6u2r5_illustration-of-a-person-thinking-with-a-light%2F&psig=AOvVaw3az036zFd3sJLFBEIM6lbe&ust=1579207112151062

The campaign is directed to tourists – the main audience. Our mission is to target people between the ages of 21–35. As being a success our campaign we selected two types of audience: primary and secondary.

Primary we thought what would be tourists between 20 and 35 years old very active, travelling lovers from the urban areas with average studies and average revenue. Secondary the audience is focused on teenagers between 10 and 20 years old, very active and interested in history and culture with average revenue and studies.

By this PR campaign our two main objectives are:

- Implementing a modern museum presentation.
- Increasing with 15% the number of young visitors.

In order to develop the strategies and tactics, we have to analyze the situation better by applying a S.W.O.T. analysis.



Figure 98. Swot Analysis
https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwiV4YfWtobnAhUS_aQKHVEPCroQjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.123rf.com%2Fclipart-vector%2Fswot.html&psig=AOvVaw255aVmQ1ms2I7-WqDBsOuW&ust=1579205928507813

As **Strengths** we have found that is located near University and School and has a strategic arrangement of the exhibits.

Regarding the **Weaknesses** these are: the lack of awareness and visibility among young tourists, the entire personal do not speak English, old, classic presentation of the exhibits, which might lead to boredom and Lack of signs in the city leading to the museum.

As **Opportunities** we got: Becoming a museum of renown, modernizing the museum and increasing the awareness among young people.

And the last but not the least, the **Threats** are: Loosing the cultural and historical values and tourists stolen by other competitors.

The Action plan here is based on the very good strategies and tactics thought by us as potential audience. With both online and offline marketing offering their own unique benefits, it is important to combine both of these methods in order to enjoy maximum exposure.

That being said we thought at online tactics like: a Facebook page and museum site which will be shared on the touristic pages, because this thing isn't made and the Facebook page doesn't exist

which automatically implies its creation, sharing the event/workshops on the Facebook page and more of this are detailed in the offline part and campaign shared on Facebook with the hashtag #historythroughtheeyesofcontemporanity, this campaign refers at the fact that history can be seen with the eyes of contemporaneity by implementing some things from today by doing things of the past much easier. All of this will be developed and the base is in the offline strategies and tactics.

Talking about the offline strategies these are: Paid advertising in the airport, promotion in Chios hotels with informative maps and flyers, signs placement in the city that will lead to the museum, because this doesn't exist and our creative concept here is thought like some steps in the entire city leading to the museum, implementing headphones for the presentation in each language for being much easier for the visitors understanding thing about the artifacts, implementing VR glasses in order to live the entire experience and being more attractive, one month event: Historical visual projection in the museum courtyard and after party for creating an atmosphere much friendlier and to change the idea of visiting one museum, pottery workshops and architecture for children in order to attract them and also competitions and contests for them by awarding them as being good historians.



Figure 99. Kids and Earth https://www.wallpaperup.com/uploads/wallpapers/2016/04/16/931249/ebe7bb2350b8fb7b4fa560deccf3e580.jpg

In order to complete all the proposed strategies we will need a well-established time period and this will be from February till October 2020. In February 2019 we will create and implement the Facebook page and starting from April we will share campaign on Facebook with the hashtag #historythroughtheeyesofcontemporanity. Also, in the entire period we will share the events and workshops on the Facebook page.

Talking about the offline strategies and tactics we will have paid advertising in the airport and implementing headphones for the presentation in each language for the entire period, promotion in Chios hotels with informative maps and flyers will be also for the entire period and after the end of the campaign at the same time with signs placement in the city that will lead to the museum.

We decided to put every task into an order to visualize everything that we need to take care of during this campaign talking about the timeline and this will be like:

- A Facebook page and museum site which will be shared on the touristic pages. Whole period
- Sharing the events/workshops on the Facebook page. Whole period
- Campaign shared on Facebook with the hashtag #historythroughtheeyesofcontemporanity. –
 April September
- Paid advertising in the airport. Whole period
- Promotion in Chios hotels with informative maps and flyers. Whole period
- Signs placement in the city that will lead to the museum. Whole period
- Implementing headphones for the presentation in each language. Whole period
- Implementing VR glasses. Whole period
- Event: Hystorical visual projection in the museum courtyard and afterparty. 3 during August– September
- Pottery workshops and arhitecture for children. One in each month, from May to September
- Competitions and contests for chidren. One in each month, from May to September

As was said that money is a tool in the end we need to use this tool and we thought a budget for this campaign. This will include:

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece

Paid advertising in the airport	50000 euro
Promotion in Chios hotels with informative maps and flyers	1000 euro
Signs placement in the city that will lead to the museum	2000 euro
Implementing headphones for the presentation in each language.	10000 euro
Implementing VR glasses.	13000 euro
Event: Historical visual projection in the courtyard of the museum and after party	10000 euro
Pottery workshops and arhitecture for children	3000 euro
Emergency budget:	5000 euro
TOTAL	44000 euro

Table 16. Budget table

Mastic Museum in Chios

(Sidonia Cristina Ilisan)

A walk through the Mastic Museum can be compared to a journey in time because you are passing through all the period of time: past, present and future. The Mastic museum from Chios is located in the Mastichochoria, a group of medieval villages in southern Chios. What is the most interesting thing is that is the only site in the Mediterranean where the skinos plant of the variation Pistacia Lentiscus Chia is cultivate.





Figures 100 & 101. Mastic Museum

https://www.google.com/search?q=mastic+museum&rlz=1C1GCEA_enRO872RO872&sxsrf=ACYBGNRtsV2NSbBl-6owrX6t2hss-FGjP7A:1579686043432&tbm=isch&source=iu&ictx=1&fir=ZHZOPHSYq6z0fM%253A%252C7C_Xi_IFtsF-YM%252C_&vet=1&usg=K_nN4a5yanVkPMVk9c6MgpsGopFh4%3D&sa=X&ved=2ahUKEwiEtOaL9ZbnAhWPZ1AKHYewAPYQuqIBMBN6BAg-MEAY&biw=1366&bih=657#imgrc=Qd1gTq-u8GR WM:&vet=1



Figure 102. Light Bulb Thinking

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjK6czUt4bnAhUMuqQKHYLoCrsQjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.netclipart.com%2Fisee%2Fxmwhw_light-bulb-thinking-melonheadz-light-bulb%2F&psig=AOv-Vaw3yBNVRjOAYLMEiRdKSMO3i&ust=157920619271675

Our campaign was thought in two directions when we talk about the audience and these directions were: primary and secondary target.

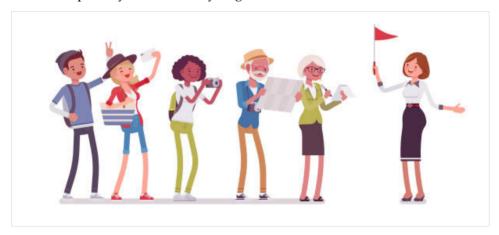


Figure 103. Happy Tourists

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwitgKC_uIbnAhXJKewKHfLACFwQjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.istockphoto.com%2Fillustrations%2Ftour-guide&psig=AOv-Vaw3lx4sXz96sTtJDuSQUI6FW&ust=1579206401864356

We thought as a primary audience at people between 25 and 40 years old, that are very active and travelling lovers with average revenue and studies and they are coming from the urban area.

As a secondary audience we thought at Foreign students from Universities which have partnership with the department of Erasmus from Greece and also future Erasmus students between 18 and 25 years old, also very active and interested in studying abroad, travelling and discovering new experiences. This secondary audience being with an average revenue and like a must having high level studies.

Through our PR campaign our main objectives were:

- Increasing the attractiveness of the museum and the tourist number with 15% in one year
- Increasing the museum's notoriety.
- Creating Mastic as Chios brand (being sustainable and giving something back to the city, helping the improvement and evolvement of tourism in Chios)

In order to develop the strategies and tactics, we have to analyze the situation better by applying a S.W.O.T. analysis.



Figure 104. Swot Analysis

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjBqsXzuIbnAhXRDOwKHV6TAXUQjRx6BAg-BEAQ&url=http%3A%2F%2Fen.alperaziret.com%2Fpersonal-evolution%2Fpersonal-swot%2F&psig=AOv-Vaw1ZkQFwJcwiZQVqBfDXztfU&ust=1579206502749666

Regarding the **Strengths**, we identified: Modern and attractive technology, visual presentation of the Mastic history, good and clear arrangement of the exhibits, the existence of informative materials at the ticket office, impressive view, transparency and adaptability for many targets, visitors can touch the exhibits and the museum has an educational content for tourists, especially for children.

Talking about the **Weaknesses** we identified two main ideas and this are: the location is far from Chios center and lack of awareness and visibility among tourists.

As **Opportunities** we got: Mastic becoming the brand of Chios, increasing the awareness among foreign students and becoming a must see in the future trips.

Even if are the last thing this doesn't mean that are not important and here we are talking about the **Threats** that are: Loosing the cultural meaning and loosing the interest for Mastic products.

In order to achieve our main objective, it is necessary to use strategies and tactics, both online and offline. These will help us show all of the museum highlights has to present, but in the first hand that is a modern museum and is thought very good.

First of all, let's talk about the online strategies and tactics which are very important because online marketing helps improve our online visibility and gives customers access to our campaign all day, every day. Channeling our time and resources towards online marketing will boost credibility, sales and overall success.



Figure 105. Online Strategies

https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjQ4KejuYbnAhUSIMUKHdAoBVMQjRx6BAg-BEAQ&url=https%3A%2F%2Fwww.netclipart.com%2Fisee%2FibThmRw_social-media-marketing-entrepreneurship-communication-transparent-background-media%2F&psig=AOvVaw3sjpqNze1hKH8Yr-WAneSG&ust=1579206626750704

And the online strategies and tactics are:

- A Facebook page which will be shared on touristic pages.
- Online campaign with the hashtag #themysticfrommastic consisting in a contest with mastic prizes.
- Bloggers promotion.

The next step is the offline strategies and tactics and this is also important to get a better idea of why you need to combine the two when it comes to done it. Some of the key benefits of offline strategies and tactics include: more personal, covers all bases and can draw people in.

As offline strategies and tactics we thought at paid advertising in the Chios airport, promotion in Chios hotels with informative maps and flyers, bloggers which will come in Chios and promote the museum for five days and promotion among foreign students.



Figure 106. Offline Strategies
https://www.google.com/url?sa=i&source=images&cd=&ved=2ahUKEwjN2oSKuobnAhWvPOwKHRoWABUQjRx6BAg-BEAQ&url=http%3A%2F%2Fandaluzseattle.com%2F30-twitch-offline-banner-maker%2F&psig=AOv-Vaw1oR1VFNTZJQjmYQW8PSBSe&ust=1579206844342883

In order to complete all the proposed strategies we will need a well-established time period and here we though that the period suitable for reaching all of our objectives is eight months. Also here we established the periods of time for each action and stuff of the campaign, also regarding the offline and online.

First thing first, talking about the online is that our Facebook page will be shared on touristic pages for the entire period of time, this means that will be active starting with the start of the campaign and till the end, from May till October 2020. We'll have an online campaing entitled

#themisticfrommastic, which will represent the contest on the Facebook page with mastic prizes and also the bloggers promotion will be for the entire period.

Secondary the offline part is very important and here we put our action plan in the following steps as is mentioned:

- Paid advertising in the airport: May–October. 2022
- Promotion in Chios hotels with informative maps and flyers: Whole period
- Bloggers which will come in Chios and promote the museum for five days: 1–5 May 2022
- Events (May–Oct. 2022): Products launch. Educational workshops for children: May–Oct. Once a month.
- Promotional video among foreign students from universities which have partnership with Erasmus department from Greece: Whole period

As a last thing, but extremely important is the budged. This will be as it follows:

Paid advertising in the airport:	50000 euro
Promotion in hotels, maps:	1000 euro
Flyers and contracts promotion made by blogger	1000 euro
Bloggers promotion	12000 euro
Promotion video:	2000 euro
Workshops for children	1200 euro
Emergency budget	5000 euro
TOTAL	72,200 euro

Table 17. Chios Museum Plan Budget

Team 2:

Ana-Maria Tomozeiu Andra Mihaela Giurgiu Mădălina Iuliana Tansanu Oana Mihaela Petre Sidonia Cristina Ilisan

TEAM 3

The Acropolis of Athens and the Museum of the Ancient Agora (Sivia Blaj)

When you think about Greece three things are most probably to cross your mind: the crystal-clear sea water, the Greek salad and the Acropolis. The Acropolis of Athens is one of the most famous archeological sites in the world. (Furlog, 2019). The Acropolis is located on a high hill above Athens and when visiting it you get to enjoy a lovely sight of the entire city.

The Acropolis of Athens hosts many temples and monuments, like the Parthenon, the Erechtheon, the Temple of Athena Nike, which are considered universal symbols of the classical spirit and civilization. Being an important part of the cultural heritage of Greece, attraction for tourists and former house of gods, the Acropolis is now part of UNESCO World Heritage. (Centre, 2019)

The Acropolis is probably the symbol of the city but that doesn't mean after you finish your visit there you don't have any more sight-seeing to do or you are out of interesting places to visit. Just at the base of the hill where Acropolis is situated you will find the Ancient Agora of Athens, the place where people where gathering to discuss matters of public importance, in the past and also a museum located just in the center of this place the Museum of the Ancient Agora.

This museum is housed in the reconstructed Stoa of Attalos. Most of the exhibits in the museum are coming from excavations done by the American School of Classical Studies and date from the Neolithic to the Post-byzantine and Ottoman periods. What's interesting about this museum is that the exhibition is organized very intuitively, so you can understand its logic even if you haven't had any contact with the Greek history before. You can find the exhibits in a chronological and thematic order and most of them reflect the day-to-day life of the citizens of ancient Athens. In the museum there are exhibits like: clay measures, identification tags, bronze objects, statues. (Liaska, 2012)

The main part of the exhibition is located on the ground floor of the museum but you can also find a smaller exhibition on the first floor, from where you can do a little sight-seeing too, because it's a wonderful view. On the first floor there are mainly sculptures but it is easier to connect them with the context when you have that great view of the place where they have been found.

We wanted to take a different approach when trying to improve the activity of these two important attractions in Athens because we thought it is really hard to change radically something that

is so successful already and that has such a long history and tradition around the world. So, we wanted to point out a few directions of research that we thought may help develop a better strategy and propose a few actions to be taken. These should afterwards be discussed with the managers of the museums and with the local community.

Our directions of research would be:

- Is the branding strategy of the two attractions still actual? We should do a research among locals and tourists and visitors to find out what their opinion is and what should be improved/changed in order for them to be happy with the positioning strategy.
- Can there be made some educational programs for children/students/young adults in connection
 with these two museums? If there are, how should be approach them in order to maximize their
 potential.
- Are visitors coming to the Acropolis because it is popular or because they want a deep understanding of the Greek culture and history? If we find out which is their motivation, we can adapt the communication strategy.
- Do we need online communication more than on-site communication? How many of the visitors find out about the museum online? Online marketing is quite expensive these days so we should find out if it's worth investing in it.
- The last, but not least important, direction is to find out where these two museums stand in the long-term development plan of the municipality and see how we can optimize their position.

Nowadays, it is really important for all the people working in the museums and in the cultural department that the competition is bigger than ever. A museum or cultural attraction does not only compete with the others in its category, locally or globally, but also with other means of entertainment people choose to spend their time with. So, we should break the conventional barriers and try to make the museums more about experience that about just giving informations.

In both PR campaigns, the target audience consists of young people between the ages of 25–35, with medium and high incomes, passionate about travel, with a civic spirit and who seek information mainly in the online environment.

SWOT Analysis - The Acropolis of Athens

Strengths

- Good location, just in the center of the ancient city; easy to access;
- Well-known around Greece and globally;
- Included in the UNESCO World Heritage;
- Showcases the most important Greek archeological findings;
- Cheap entrance fee;

Weaknesses

- It cannot offer another type of exhibits;
- Harder to access for disabled individuals;
- Harder to access in colder seasons;
- There aren't many guiding signs and information panels;
- It is a very crowded place in the tourist season

Opportunites

- Can be promoted globally;
- Can be visited by the whole family;
- Can be an educational experience;

Threats

- Can be visited more in the warmer seasons;
- Can be a one-time only type of experience;

Given that this museum is already well known, our team aims to achieve the following two objectives through the campaign.

- 1. 30% increase in the number of visitors between the ages of 20 and 35. We consider that this segment has growth potential because they have material resources and are willing to travel, but are more interested in experiences than in destexperien;
- 2. A more detailed information of the visitors regarding the history of the place.

Considering the fact that we want to attract people between the ages of 20 and 35, especially interested in experiences, but also that we want to avoid transforming the museum into a "one time" type destination, we have proposed to organize an event that combines history with modern technology and art. We want to organize light games, shows with projections and classical Greek music. We chose this type of event because the devices used do not cause damage to the monuments and are also very popular among young people. We chose the mystical atmosphere to be complemented by classical Greek music to create an overview with the history of the Greeks. The events will take place on Friday evening, weekly, in September and October 2019 and March, April, May 2020. We chose the Friday so that tourists coming to City Breaks choose to spend another day Greece and because we want to avoid overcrowding on weekends.

One thing that we noticed at this museum is that the panels do not provide detailed information about the monuments and the tour guides especially know european languages, so that some tourists can't get information. Considering the aspects presented above, our team intends to create an application for the mobile phone that acts as a personal guide. Thus, the tourists, upon entering the location, receive access to applications and can choose from eleven foreign languages (English, French, Spanish, German, Turkish, Romanian, Italian, Russian, Chinese, Japanese, Korean). The application will provide information about monuments, will contain videos that show how the monuments were initially displayed.

The PR program will run from March 2019 until May 2020. Even though we plan to organize the projection events for four months (March, April, May, June, July, August 2019). The events will take place on Friday, weekly, in September and October 2019 and March, April, May 2020. Regarding the application for the mobile phone we will allocate for research and development of the application six months (March–August). We also take into account the fact that it must be pre-tested to identify

possible errors, so we allocate this stage one month (September 2019). The application will be available to visitors starting with October 2019.

Regarding the budget, we approximate that renting the equipment, but also maintaining them during the projection events will cost 75,000 euros. For the development and maintenance of mobile application we approximate that we will need 30,000 euros.

The evaluation will consist in counting the number of tickets sold to people between the ages of 20 and 35 during the events, and regarding the mobile application we will count the number of hits of the application.

SWOT Analysis – Museum of the Ancient Agora

Strengths

- Good location, just in the center of the ancient city; easy to access;
- It can be visited regardless of the weather, unlike the Acropolis
- Included in the UNESCO World Heritage;
- Showcases the most important Greek archeological findings;
- Cheap entrance fee;

Weaknesses

- It cannot offer another type of exhibits;
- Short program for visitors, respectively daily between 8am and 3pm;
- Evasive explanation of exhibits on museum panels;

Opportunites

- Can be promoted globally;
- Can be visited by the whole family;
- Can be an educational experience;

Threats

- It can be transformed into a place that exceeds the one time only type of experience;
- Increasing the popularity of the museum through activities associated with the history of the place, namely the root of what we today call democracy
- The introduction of VR theology to increase the attractiveness among young people
- Can be a one-time only type of experience;
- It is not a very popular place and can be easily skipped by the tourists;

The objectives proposed by the team in outlining the plan to promote the Museum of the Ancient Agora are:

- 1. Increasing the number of visitors by 20% compared to the last year.
- 2. Increasing the awareness of the museum among the tourist by 40% at the end of the campaign.
- 3. Transforming the museum's visit into an interactive, experimental activity.

The action plan of the PR program consists of increasing the popularity of the museum through activities associated with the history of the place, namely the root of what we today call democracy. Therefore, the plan proposed by our team provides the following points:

- Google Ads Campaign;
- Creating a mobile application, called "The Greeks tell their story" that tourists can download on
 their phone scanning a QR code which can be found on the entrance ticket; in this application the
 characters to whom the objects belonged will offer details about the exhibits and their role; the
 mobile application will be available in five languages (Greek, English, French, Spanish, Italian);
- Organizing, once every two weeks, debates on topics of international interest. Participants in
 these debates will be high school students and students, who are part of the academic debate
 clubs in their schools and who register previously for this activity. The debates will be held in the
 courtyard of the museum, namely Agora, as a reminder that Greece is the birthplace of democracy. In this way the museum will become attractive outside the tourist season.

• We propose to modify the museum visit program, from 8am to 3pm, from 8am to 8pm. Due to the fact that most tourists visit the Acropolis and subsequently find out about the existence of this museum, tourists do not schedule a special time for it and most of the time they do not fit into the museums program, especially when we talk about tourists coming to City Break.

The planning and implementation of this campaign would span from March 2019 to May 2020. We have allocated one month (March 2019) for the preparation of the Google Ads campaign and two months (May and June 2019) for its implementation. Regarding the mobile application for the museum we consider that we need for research and for the development of the application approximately four months (March–June 2019). For one month (September 2019) we will popularize the debating events through posters and trade unions in the field of education among teachers, students and students, so that in the next month (October 2019) we will register for those who want to participate. Depending on the number of people who will register, we will schedule the events for seven months (November–May 2019). We estimate that we need one month (May 2019) to hire staff to work on the work shifts we have added.

As for the budget, we have allocated 5,000 euros for the preparation and implementation of the Google Ads campaign. We estimated 10,000 euros to allocate for the preparation of the mobile application. For the popularization of the debates we estimate that we will spend 1,000 euros, and for their development another 4,000 euros.

The evaluation of the campaign will be done by counting the number of people who accessed the online advertisements, those who downloaded the mobile application, the number of tickets sold and the number of people who participated in the debate events

The Archeological Museum of Chios

(Maria Gherghinoiu)

Probably most of the cities we've been to have a museum, or more than one museum, and it is also very likely one of them to be a history museum. But we should pay more attention to this kind of museums because they hide some real treasures. Visiting a history or as in our case, an archeological museum, can give you a wide perspective about the place you are in, about its history, its people and its stories.

The Archeological Museum of Chios is a museum located in central Chios, built between 1966–1971 and hosts collections of prehistoric and archaic, Neolithic and Classical findings of British School excavations (Archeological Museum, 2019).

The museum can be visited from Tuesday to Sunday, between 8 and 15 pm for an entrance fee of only two euros. The museum's main exhibition is called *Chios of the Sea, city of Enopion* and contains exhibits from everyday life and art of the people living in Chios from the Neolithic to the Roman period. In the exhibition visitors can find sculptures, statues, portraits, pottery and metalwork. The exhibits in the museum are from excavations of the Greek Archaeological Agency in private and public land and also from excavations of the British School of Archaeology in different parts of Greece. (Archeological Museum of Chios, 2019).

When planning our communication plan for the campaign, we had in mind two main audiences. Our primary target were the visitors and tourists that are already in Chios or are planning to come to the island in the near future, aged between 35 and 55 years old, married, with or without kids, interested to discover the local history and culture. The secondary target was comprised of students and professors from the Aegean University and the local people.

For this campaign, we focused on six objectives:

- 1. Increasing the number of visitors by 30% compared to the last year.
- 2. Improving the outer appearance of the museum and keeping the surroundings cleaner.
- 3. Making the visit at the museum a more pleasant and interactive experience
- 4. Increasing the awareness of the museum among the locals by 20% at the end of the campaign.
- 5. Increasing the number of tickets sold to students by 5%, compared to the same period last year.
- 6. Attracting at least 10 applications for the museum internship.

SWOT Analysis

Strengths	Weaknesses
Located in the central area, near the University; Guides are very well informed and friendly; Cheap entrance fee; Free entrance for students; All exhibits are from Chios;	The open hours are very short; There is no advertising for the museum in the city; The website is not updated; Some exhibits are really small and hard to be observed;
Opportunities	Threats
The professors can encourage students to visit the museum; There can be made an educational partnership between the museum and schools/University; There can be made a volunteer program/internship program for students; The museum could attract more tourists visiting the island.	Tourists can visit the island without finding out about the museum; Visitors can find the museum closed, because of the wrong information on the website; Visitors can get bored easily;

Table 18. S.W.O.T. Table Chios

Our strategy for achieving this goals was to make the visit at the museum a more memorable experience and this thing should be achieved using the following tactics:

- Creating a mobile application that you can download on your phone scanning a QR code which can be found on the entrance ticket; in this application you can find a 360° representations of the exhibits in the museum and also listen to an audio description of them, available in five languages (Greek, English, French, Spanish, Italian);
- Creating a series of workshops in a partnership with local schools and the University, in which the participants can take pottery lessons and create their own objects;
- Placing guiding signs to the museum around the city;

- Making promotional flyers with the museum offerings;
- Extending the visiting hours from 15 pm to 19 pm;
- Updating the website;
- Google Ads Campaign;
- Keeping the Facebook page updated with the events.

The planning and implementation of this campaign would span from July 2019 to May 2020. We estimated that we will need a month for doing our research about the museum and the opportunities surrounding it (July 2019), another month (August 2019) for actually preparing the materials for the campaign and in September-October 2019 we would start pretesting it, to see what can be improved. In October-November 2019 we would take our time to analyze the results and come up with ways of making things better so that we can implement the campaign from January to May in 2020.

We tried to estimate a budget that will fit our objectives and help us implement what we have planned for this campaign. This budget will be approximately of 35.000 euros: we would need 5.000 euros for the research phase, 2.000 euros for the printed ads, 1.000 euros for a banner at the museum, 5.000 euros for guiding signs that will be put around the island, 15.000 euros for developing the mobile application of the museum and 7.000 euros (20 euros per day) for running the Google Ads campaign on the Internet. The other elements in our plan, like updating the website, can be made without any costs.

In the evaluation phase, after implementing all of these things, we should look at many things to see the impact of the campaign on the museum's activity and also how locals reacted to the campaign. We should look at ticket and souvenirs sales, at how much students and professors got involved, compare the number of locals versus tourists visiting the museum and also evaluate the educational programs that will take place there and the internship program.

In the end, we should keep in mind that a museum plays an important role in the community's life and can be more than just a building which hosts exhibitions. For a museum to survive and thrive in these times when people can find a lot of ways to entertain themselves and find information more rapidly then never before, a museum has to adapt to the community's needs.

The Chios Mastic Museum

(Maria Gherghinoiu)

The Chios Mastic Museum is a museum located in Chios, near the medieval village of Pyrgi and its main objective is to showcase the history and the elements involved in mastic harvesting, mastic gum being to this day still being mostly processed by hand. Mastic is a big part of Chios cultural tradition and has also been inscribed in the *Representative List of the Intangible Cultural Heritage of Humanity* by UNESCO in 2014 (http://www.visitgreece.gr/en/culture/museums/the_mastic_museum).

Even though it is somehow an *atypical* museum, having just one major theme: the mastic gum, there are a lot of things to see and to discover about the mastic and the by-products made from it. There is a permanent exhibition which focuses on the mastic as a product: you can get informations about it and its therapeutic properties, the processes of production, you can see the mastic gum in various forms, you can see the clothes the women were wearing when processing the mastic or hear the music they were listening to. All these elements try to make a story about this unique product, which can be found only in southern Chios, as we were told. For the locals it was and it is a very important part of their life so the museum aims at giving tourists a very real feeling of the mastic life.

Although a big part of the museum is focused on the material aspects involved in the production and processing techniques of the mastic gum, there is much more to it. The second part of the museum presents the social and historical impact mastic trees have had on the island. You get to see a short and interactive movie which presents the most important aspects of the island's history and the mastic role in it.

Last, but not least, you can go outside the museum, where is an outdoor exhibition with the mastic trees and the natural environment in which they grow.

The Mastic Museum of Chios was founded by Piraeus Bank Group Cultural Foundation in cooperation with the Chios Mastic Union, the Ministry of Economy, Development and Tourism, the Ministry of Culture and Sports and the Chios Municipality (http://www.visitgreece.gr/en/culture/museums/the_mastic_museum). The museum also has some additional multi-purpose rooms, where they can host temporary exhibitions, cultural events and activities and conferences.

After visiting the museum and making this SWOT analysis, our team came up with a communication plan for a campaign designed to improve the visibility and the success of this museum.

Our primary audience was comprising the tourists that were already on the island, while our secondary target public was made from people around the world who have an interest in Greece and may plan to visit this country in the near future and can consider Chios as their destination.

SWOT Analysis

Strengths	Weaknesses
 It is the only museum in the world dedicated to mastic gum; Depicts facts through storytelling; Uses real objects to illustrate the processing techniques of mastic gum; Has an outdoor exhibition; It is the most visited museum on the island. 	 You only have a bus to get you there from the island, a couple times a day; There can be snakes and scorpions in the outdoor part of the museum; It is somehow far from the other main sights of the island; It isn't really well advertised.
Opportunities	Threats
 The museum can offer a memorable experience; The museum can position itself as offering more then information about mastic; The museum can attract tourists on the island. 	 The tourists can often miss the opportunity to see the museum, because of the lack of promotion and ease of access; The tourists can get hurt if they aren't careful outside the museum; It can be only a once in a lifetime experience.

Table 19. SWOT Analysis Chios

We had four major objectives for this campaign:

- 1. Increasing the tourists accessibility to the museum.
- 2. Increasing the number of the sold tickets, by 30%, compared to the last year.
- 3. Making the visit at the museum a memorable experience.
- 4. Increasing the sales of the mastic products sold at the museum store, by 30%, compared to the last year.

In order to achieve this goals we proposed to start a to promote the museum all over the Chios Island, by flyers, and all around the world through a campaign on Google Ads and Facebook. The second thing we wanted to make was to introduce a new bus line which will go from the island to the museum, many times a day, all week, to help tourists get to the location more easily. Also, we thought it will be a good idea to introduce some snacks that contain mastic gum to be served to the visitors.

The calendar of this campaign would be extended on ten months, from February 2020 to November 2020 and would contain three stages: the first in February 2020, preparing the actual campaign, which will consist of creating the text and visual elements for the print and online advertising, the negotiation with the municipality for the new bus line and the production of the snacks that will be distributed on the location. The second stage, from March to October 2020, in which the campaign will be implemented. This stage consists of the Google Ads and Facebook campaigns and the distribution of flyers and snacks. Also, in this stage we will introduce the new bus line to the museum. The last stage, happening in October-November 2020, will be the phase when we evaluate the results of these activities, see what went good and what went wrong and what we can do in the future to improve the image and success of the museum.

For this campaign we estimated that we will need a total amount of 18.000 euros, 3.000 euros for the print ads, 10.000 euros for the online marketing campaigns and 5.000 euros for the mastic snacks.

In the evaluation phase of our project we would compare the number of visitors from the previous year with the number of visitors during the year in which we ran the campaign. Also, we would compare the sales reports and the feed-back the visitors would have given us about the snacks and the overall experience at the museum.

Team 3:

Andrea Annelise Damó Denisa Damian Ioana Văleanu Maria Gherghinoiu Silvia Blaj

Greece photo album

Athens



Figure 107. The beautiful streets of Athens



Figure 108. Architecture and citrus fruits

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 109. Athens in the light of night



Figure 110. Cats lover in Athens



Figure 111. Street art in Athens



Figure 112. The wonderful Acropolis Museum

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 113. Athens seen from the Acropolis Museum



Figure 114. The Acropolis Museum

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 115. Tourists of the Acropolis Museum



Figure 116. Entrance to the museum

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 117. A little break for photos



Figure 118. Flowers from the Acropole

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 119. The best food in Athens



Figure 120. Happiest professors and students at Acropolis Museum

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 121. Athens at night



Figure 122. Girls in Athens

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 123. Ana-Maria Bolborici in Athens



Figure 124. Our ferry. Onboarding!

Chios



Figure 125. First day at Aegean University in Chios



Figure 126. Visit to the Philip Argenti Museum and Library

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 127. Presentation of communication plans



Figure 128. On the way to the conference at Aegean University

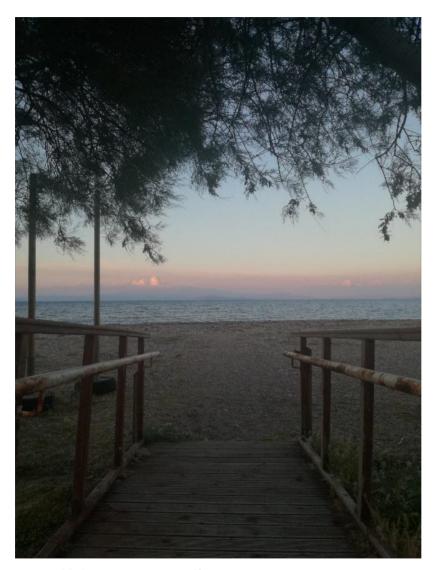


Figure 129. Stairway to Heaven, Chios



Figure 130. Greek friendship

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece





Figures 131 & 132. The wonderful Greek flora



Figure 133. Fun in Greece

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figurea 134. Lost among the beautiful Greek streets

Chios Mastic Museum



Figure 135. Visit to the Chios Mastic Museum

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 136. The tour of the Mastic Museum

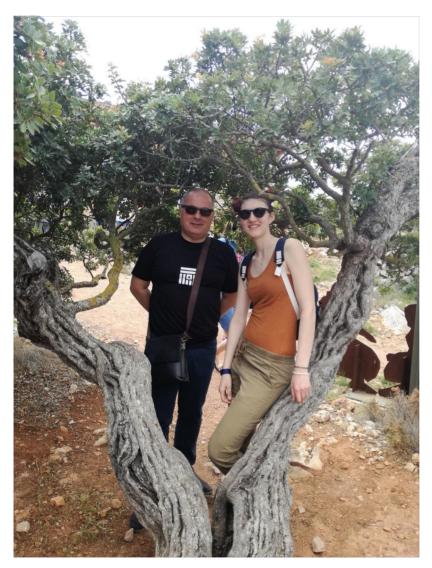


Figure 137. Photo pause to feel the mastic vibe

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 138. Mastic Museum model

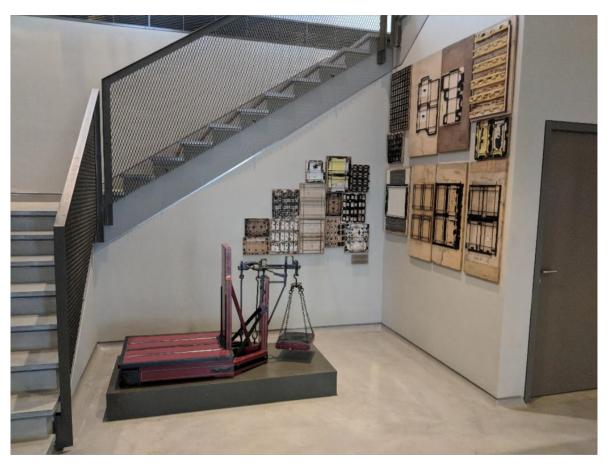


Figure 139. Tools for the processing of mastic

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece





Figures 140 & 141. The way the mastic goes



Figure 142. Integration of technology in the museum



Figure 143. Ana-Maria Bolborici and Stella Zounta at Mastic Museum

Back to Chios





Figures 144 & 145. The wonderful Chios

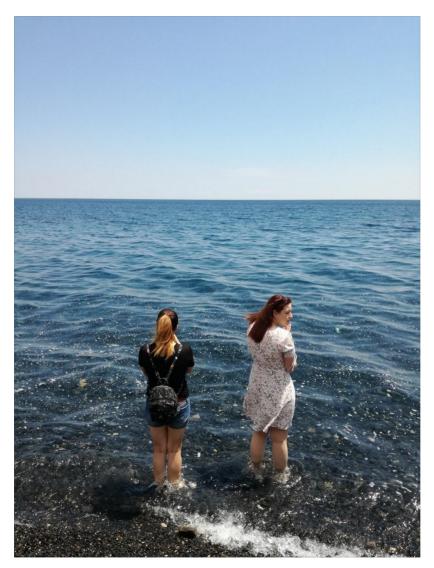


Figure 146. Georgina and Andra in love wih Greece



Figure 147. Another perspective of Greece

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 148. One of the thousands of group photos



Figure 149. Back to school, Aegean University conference

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 150. Another day, another presentation

Part II: Greece Experience



Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figures 151 & 152. Unitby students at UAegean courses



Figure 153. Old church from Pyrgi



Figure 154. Michalis Bekiaris and Claudiu Coman in Pyrgi



Figure 155. A little surprise from UAegean Chios

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece





Figures 156 & 157. Goodbye Chios

Lesvos

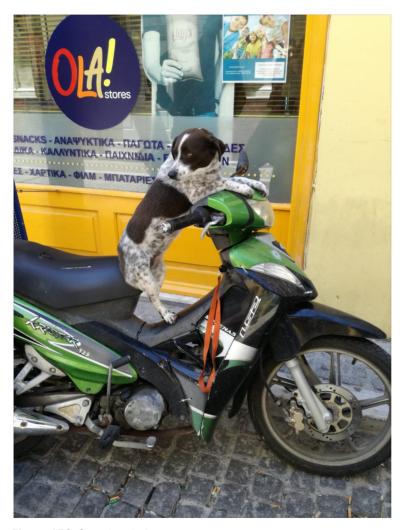


Figure 158. Surprises in Lesvos

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 159. Mytilini Castle



Figure 160. Beautiful Mytilini

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 161. To visit the Lesvos Museum



Figure 162. Sunset in Lesvos

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece



Figure 163. Goodbye Greece! See you soon...



Figure 164. End of mobility. Back to Romania!

New research directions -Comparative analysis of city brands

(Cristina Maria Bularca)

Place branding is a process that facilitates the creation of the "most realistic, most competitive and most compelling strategic vision for the city, region, or country" (Placebrands, 2006, apud Maheshwari, Ian & David, 2011). In other words, the strategies and methods used in the branding process can help a city become a brand. On this line, by brand we understand "a perception that people have about a place, city, region or a country and a place's reputation among those people that the place embraces" (Anholt, 2005 apud Maheshwari, Ian & David, 2011).

Nowadays, the concept of city branding is developing and more and more cities want to become brands. This is also the case of Braşov. But how can Braşov become a brand?

One answer would be to analyze, develop and promote the landmarks it offers, to transform the institutions within the city, its brands, such as universities and museums, into brand ambassadors.

In this regard, a new research direction can be taken into consideration.

Brașov

Situated "in the heart of Transylvania", the city of Braşov is one of the most visited cities in Romania.



Figure 165. Braşov https://www.reisroutes.be/stadswandelingen/roemenie/brasov-wandeling/

The city was founded in 1211 by Teutonic Knights (About Braşov, 2009), and with a rich history and culture, Braşov offers visitors, in addition to entertainment, numerous tourist atractions and cultural institutions: museum, churches, theatres. Among these cultural institutions of Braşov we can highlight 7 of the most popular museums that the city has: The History Museum, Museum of the First Romanian School, Arts Museum, Etnography Museum, Casa Mureşenilor Museum, The Black Church, Museum of Urban Civilization.

When it comes to education, with a number of 18 faculties, Transilvania University of Braşov offers students a wide range of options and is one of the most notably institutions of the city.

In order to carry out a comparative analysis of city brands, an analysis regarding the current way in which the city, the university and museums, communicate with and about each other and send information about their specificity and activity is necessary. In this way, the researcher can have a clear view regarding: the strengths and weakness of the city brands, which one sends targeted messages, which one contributes more to the promotion of the city, which one uses more communication channels; and can find ways to improve the communication process.

In this regard, Transilvania University of Braşov, while "focusing on it's history, cultural traditions, and the dynamics of the present" (Welcome to UniTBV, 2019) offers study programs in 43 domains, encourages students to "Learn how to be central", and it has the potential to become a brand of the city.



Figure 166. The Rectorate

http://www.brasovultau.ro/articol/stiri/incep-inscrierile-la-universitatea-transilvania-din-brasov.html

Among the representative buildings of the university are: The Rectorate, Sergiu Chiriacescu Hall and University Hill.

The Rectorate hosts the multicultural center of the Transilvania University of Brasov, a center where students can take part in various events: concerts, exhibitions.



Figure 167. Sergiu Chiriacescu Hall https://brasovmetropolitan.ro/2019/08/universitatea-transilvania-din-brasov-pune-la-bataie-30-de-burse-doctorale-la-admiterea-din-2019/

Sergiu Chiriacescu Hall, is the building where most of the events related to the university take place: conferences, concerts, graduations. Also, the library of the university is located inside this building.

University Hill, is a complex consisting of buildings where courses of the Transilvania University of Braşov take place, but also of dormitories for students.

In order for the university to become a brand ambassador of the city, it must first focus on developing certain internal and external aspects: what kind of messages wants to convey, how it wants to be perceived, how establishes connections with students, the way it promotes its services. In other words, it must become a brand itself: it must know its visual identity elements, its strengths and weaknesses, but also the way in which they can be used in favor of the university.



Figure 168. University Hill https://commons.wikimedia.org/wiki/File:Bra%C8%99ov,_Colina_Universit%C4%83%C5%A3ii_-_panoramio_(1).jpg

Moreover, "a building can express the identity of an institution through a stylistic language; it can express both the aspirations of the institution and the inspirations [...] it can reflect a value system" (Drori, 2013). Just as the building can express the aspirations of the institution, the university can in turn express the aspirations and values of the city. Thus, the University will be able to become a brand ambassador of Brasov when it will first be a brand itself, and when it will carry out activities that will associate her with the city and that will increase the prestige, popularity of Braşov: international conferences, competitions.

Approaching the topic of collaboration, at the moment Transilvania University of Braşov contributes to the communication of information about the city and its activity by promoting mainly cultural events in the online and offline environment: classical music concerts, conferences but also by promoting sports events such as marathons.

Moreover, the university also contributes through partnerships with various companies in Brasov, partnerships that allow students to carry out activities in diversified fields: IT, human resources, media. From this it can be inferred that, the university helps the city to develop its cultural side, but it helps to convey to the students and future students the message that within this university they have more possibilities for development.

In addition, the university uses as means of communication both the online environment: Facebook page, Instagram, own website and offline environment: events organized at the Multicultural Center or at the Sergiu Chiriacescu Hall, and one of its strengths can be considered its well-defined visual identity. In this respect, the university sends information about the city through its slogan, which refers to the idea of being in the center. There is a subtle allusion to the city of Brasov, which is located in the central part of the country, and the slogan urges students to come to study in Brasov – "Learn to be central".

However, collaboration and communication between universities and museums is limited.

The public of the museums is represented to a very small extent by students and young people, but precisely because of this, the university should find an effective way of communicating with the museums, a way by which the integration of the students in the events organized by museums will also contribute to the promotion of Brasov.

Currently, the university communicates mainly with the History Museum, and with the Ethnography Museum, through the internship contracts it offers to students.

The communication between the city, university and museums should not be limited to the aspects mentioned above. The improvement of the communication process between them could be done first, by correlating the university with the specific of the city (rich history, entertainment, development possibilities), by integrating it in the events organized by the city.

For its part, Braşov should focus on promoting events and activities that allow it to show what it can make available for students: internship programs, employment opportunities, entertainment and relaxation. Moreover, another way to improve the communication of the university with the city would be to send several messages referring to the characteristics of the university in relation to the city, for example promoting it as the largest university in the central area. Thus, it is understood that the largest university in Transylvania is located in Brasov, the city is gaining notoriety and the university can become its brand ambassador.

Regarding the communication between the university and museums, this process could be improved by involving the university in promoting the events organized by museums: exhibitions, open days, recitals. On this line, once there is an efficient communication between the museum, the university and the city, automatically the message that they want to send will be unitary and comprehensive.

On another note, in the context of a comparative analysis, there are several aspects that can be highlighted when it comes to the communication of museums with the city and the Transilvania University of Braşov.

The History Museum, owns "the largest mobile historical heritage of the county of Brasov (159,255 pieces), covering all historical eras, from prehistory to the contemporary period." (The History Museum, 2019). Its mission is to discover and protect the cultural heritage of Brasov, to make the residents proud and aware of the town's history, but also to attract more tourists and young people.



Figure 169. The History Museum https://www.zilesinopti.ro/locuri/627/casa-sfatului-muzeul-judetean-de-istorie

Moreover, its communication with the university and the city is rendered primarily by an event that allows students to get into the skin of historical characters and explain to tourists the life of those characters. In this regard, its association with the city is a positive one: the museum promotes the history of the city and wants to make its citizens proud.

Museum of the First Romanian School, "built in 1495, it preserves the elements of the Baroque style from the modifications that were brought to it in the 1760s and is made up of several halls and buildings including: 'Anton Pann' classroom, 'Deacon Coresi' room." (Museum of the First Romanian School, 2016). The museum tries to make known the past actions and customs of the people who lived in the area of Scheii Brașovului. However, the museum does not have a well developed communication strategy, which is way it fails to communicate with the university and fails to attract visitors.



Figure 170. Museum of the First Romanian School http://www.travelworld.ro/judetul/brasov.html

Within The Arts Museum temporary and permanent exhibitions can be found. "The exhibition 'National Gallery' presents a selection of representative works for the visual art in the Romanian space." (Brașov-ghid turistic, 2018). The museum tries to communicate with schools through the events it organizes, but does not direct any message to the university. Moreover, with the city, it communicates through programs meant to familiarize the community with art.



Figure 171. The Arts Museum http://www.muzeulartabv.ro/home

The Etnography Museum, "was founded in 1990, and illustrates the civilization of the rural community from the ethnographic areas including Bran, Rupea." (The Etnography Museum Braşov, 2019). While, the museum communicates with the university through the internship programs offered to students, with the city, it communicates through the events organized, such as: movies, book launches, and diverse exhibitions. In contrast to other museums, it invites people to get actively involved in the organized events.



Figure 172. The Etnography Museum https://www.etnobrasov.ro/contact

Casa Mureșenilor Museum, opened in 1968 as a result of the donation made by the descendants of the Mureșian family. This family's archive has great value and consists of political letters, but also documents linked with the history of the national anthem. (Casa Mureșenilor Museum, 2019). Just like the Etnography Museum, it communicates with the university through the internship programs that it provides, and with the city through its events. The museum stands out through the new technology that it uses in its exhibitions, and this particular aspects could be used in improving the messages it sends regarding the city: Braşov could be seen as a city that also has modern museums.

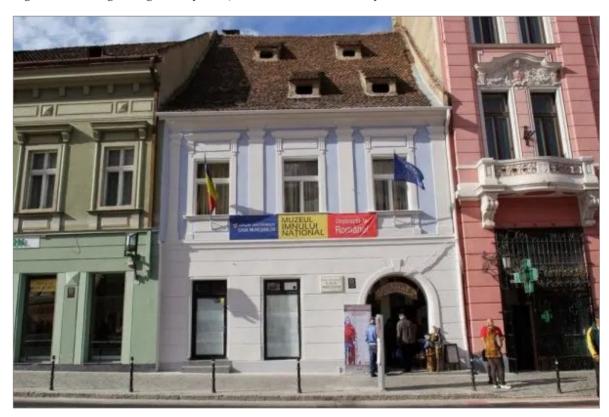


Figure 173. Casa Mureşenilor Museum http://brasov.24fun.ro/locuri/muzee/muzeul-memorial-casa-muresenilor/

The Black Church, one of the most important symbols of the city, was initially dedicated to the Blessed Virgin Mary, and got its name after the great fire that broke out in 1689. The gothic church keeps fragments of medieval mural paintings, the biggest mechanical organ in Romania and the most important oriental carpet collection in Europe, after Turkey. (Braṣov – Ghid turistic, 2018). However, the church does not communicate at all with the university, but communicates with the city through its concerts that manage to attract many people. In this regard, the church can be a symbol that can show not only the cultural and historical side of the city, but also the spiritual one.



Figure 174. The Black Church http://www.rador.ro/2018/04/21/documentar-biserica-neagra-din-brasov-cel-mai-mare-lacas-de-cult-in-stil-gotic-din-sud-estul-europei/

The Museum of Urban Civilization, a branch of The Ethnography Museum, is a unique pilot-project in Romania, due to its theme, which illustrates the lifestyle of citizens in an urban space, and the commercial relations with the East and the West through the centuries. (Brașov – Ghid turistic, 2018)



Figure 175. The Museum of Urban Civilization http://mcubrasov.ro/

Like the university, museums send information about the city through the events they organize, and try to convey about the city its history and culture. With the university, museums communicate through partnerships for internship programs for students and there are museums that do not communicate at all with the university.

Therefore, the city brands represented by museums and the Transilvania University of Braşov, communicate to a small extent about Braşov, information about its culture and history, and communication between them is precarious.

Thus, in order to send a unitary message related to Brasov, the communication process between them could be improved through collaborations, mutual promotion of the organized events. In this regard, in the future, Brasov could promote itself through integrated campaigns that should include both the university and the museums, and should express, in addition to the idea of culture, the idea of entertainment and the development opportunities it offers.

On this line, one way to do this would be to carry out joint cultural and educational programs between museums and the university, similar to the program of The History Museum with the university: presenting historical figures to tourists and not only, in the city center.

Moreover, these cultural programs can also be represented by certain events organized by muse-ums and related to their specific elements, in which students could be involved: as volunteers, participants – if the event involves competitions. A relevant example of this could be a collaboration between the Casa Mureșenilor Museum and the university: the museum could organize an event each time it opens a new exhibition, that in order to admire the exhibits requires modern technology: VR glasses, smartphone. Then, the museum could give students, in a workshop, the chance to contribute with new ideas regarding future exhibitions and could provide them with information on how such an exhibition is organized. Moreover, such a project can also be extended to the online environment, where the museum can post and then share the event on the university's Facebook page, with students having the opportunity to express their opinions, suggestions online.

In the context of communication between museums and the university, considering the fact that students want to have as much fun as possible, and want to take part in interactive and innovative cultural events, through such collaborations a connection can be made between the cultural life and the student life: the students will be more receptive to visiting museums, and will learn and assimilate information in a fun and practical way

Once this connection is established, it helps to improve the image and message that these institutions want to send, and implicitly the image that the city has, Braşov being able to convey the idea that it is a city where students can combine the educational, academic side with the cultural one but also with the entertainment.

Moreover, if at the moment the communication in the online environment between museums and the university is limited only to the mutual promotion of the organized events, in the future, it would be advisable for them to carry out online promotion campaigns, that allow students to be actively involved. Within these campaigns, various competitions can be organized in which the participants interact with the pages dedicated to museums and the university in order to promote a part of their activity, or a specific element for each one.

Therefore, a collaboration in the online environment can also contribute to the development of a favorable relationship between museums and universities and implicitly between these institutions and the city: Braşov will be regarded as a city that supports the integration of students in the cultural life, not only in a traditional way, but in a way that is closer to their interaction and learning preferences.

All in all, cultural and educational institutions can become brand ambassadors of the city, and a comparative analysis of these city brands can lead to obtaining information on how each of them currently communicates. Subsequently, the respective communication process can be improved and a clearer perspective can be obtained on how the city should be promoted in the future, what elements should be promoted more precisely and how can museums and universities contribute to increase its notoriety.

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Conclusions

(Claudiu Coman, Maria Gherghinoiu, Maria Mădălina Popica)

The external study mobility projects, which stand as the base for this book, have in my opinion, as an initiator and leader, a great success. This is mainly because the students that participated have learnt more about themselves in this process, discovered themselves, conquered their fears and exceeded their limits. Also, it was a great experience because the students had the chance to perform better under pressure, having a limited amount of time to finish the tasks.

The two projects were somehow similar: the first took place in Italy (Ancona and Macerata), in May 2018, while the second was in Greece (Athens, Chios and Lesvos), in May 2019. Apart for the month of the year that they took place, there were more things in common: they have lasted a week each and were possible because of the partnership with the universities there (Ancona, Macerata and Aegean University).

The two educational and cultural experiences which had as the main focus the theme of *cultural branding*, especially the branding of cultural destinations, like museums and art galleries, left behind some really precious materials, which are presented in this book. But, more than this communication campaigns for cultural objectives that resulted from the students work, some supported by students from the partner universities, these mobilities have produced a state of mind, a desire to perform better, to show we can produce added value to the world around us. During these projects, friend-ships and partnerships have evolved and they will be very beneficial to the future plans we have. Probably the most important thing we gained, apart from the trust we gained in ourselves and others, is the conscience of our personal value in comparison with others and the desire to continue on this path, by enrolling in the future projects. Apart from the academic demands, the challenges were about experiencing the unknown and atypical situations – these were the real life lessons and had the power to bring us closer and highlight out characters. I am sure that all of the students involved in these projects will have a great professional path and it will be easier for them to be determined and successful.

I think this type of experiences can be fundamental for motivating and rewarding the best students. The attitude of the Transylvania University has to be highly appreciated, because it is doing its best to support this kind of activities, which can seem like a small step in the direction of internationalisation programs, but proves to be a mechanism to create and mantain external collaborations,

by the consequences and results it generates. It brings together the internal and external partners, while also motivating the students to put effort in extracurricular activities. These types of activities are also greaty supported by the host universities, which are interested to participate in this common research platform.

Our partners in the host universities have helped more than facilitating the visits at the cultural and educational objectives, by also providing us with courses and informations about the local community and the specific aspects we needed to understand the problems we faced. These things were of great importance and helped us to understand their culture and minimize the cultural gap.

The university has a duty to create specialists, to provide them with the essential skills they need and, if possible, to form their character. This things can happen only by extracurricular activities, which are the best when trying to achieve all the mentioned objectives.

I don't know for sure if life will give us what we hope for, but I know for sure that we won't lose what we gained by working and living together for weeks. We won't forget what we learnt from one another and the memories of those experiences will go with us for all our lives. These were more than cultural experiences – they were unique experiences!

I would like to thank all the people that made this thing possible and I hope these memories are enriched with the same amount of significance for you, as they are for me and the other professors involved, Ana Maria and Florin

Taking from the perspective of a student involved in this experience, the study mobility in Greece was for me like a breath of fresh air, long-awaited and well-deserved. The time of this study trip was followed by a somehow busy and stressful period in our lives. The return home meant for us embarking on another trip, the trip to finishing 3 years of study: the thesis of our bachelor's degree. A new experience, new emotions, worries and the fear of the unknown and what came next. Also, we had to take our final exams in that period.

I want to emphasise the fact that through this study trip I also made an exercise of self retrieval and discovered the most fresh and determined version of myself. I tried to keep an open mind which helped me to see with a great clearness that there is a light at the end of the tunnel, which I couldn't see before and this road seemed almost impossible to conquer.

Also, this *Greek experience* gave me the opportunity to become closer to persons that before I only considered *colleagues* and after that trip I can honestly call also *friends*. I am a firm believer that students need context to discover each other in order to understand how they relate, to learn if they can

work together, to empathize, to share their thoughts and emotions and to express themselves. To achieve all of these, they need an atypical academic experience, which can give us the courage to escape our comfort zones, to dream and learn other ways to express ourselves, to unleash our creativity and prove our abilities.

Our study trip to Italy was a really unique experience for all the students involved, for many reasons. First, because of the opportunity to apply our theoretical knowledge and understanding of communication and public relations, in another country. Italy is a very beautiful and interesting country for tourists, art enthusiasts, marketing specialists and so on. We felt somehow close to their culture and spirit, but also excited to discover so many new things, from their perspective on culture and art, to their local cuisine. We discovered how important it is to live with the people you are building a communication campaign for, because it is the only way to understand them, to see what their needs are and what matters to them.

Secondly, we had the opportunity to visit museums and cultural centers, to be offered specific information about their role, their history and the objects and experiences they hosted but, probably the most important thing was the fact that we had the chance to put questions and receive our answers from museum representatives, managers or PR specialists. This thing helped us a lot in developing our communication strategies and understand their profile. Also, after presenting our suggestions we had the chance to receive feed-back from the specialists involved and see what can work from our plans, and what couldn't.

Third, it was a challenge for us to work on different teams for every project and also incorporate in our teams students from the Italian universities we worked with. We discovered our strengths and weaknesses and developed strategies to collaborate with each other. We learned that teamwork is really different from individual work and that one's value in the team is not equal with his individual value, but with the value he can bring to the team.

Also, during this study trip we had the change to gain a better understanding of the specific of cultural activities, specialized public relations in this field and ways of communication museums use. In this changing landscape, in which people are searching more for experiences that material objects, the visits to the museums in Italy were eye-opening.

I think these types of experiences shape your perspective on the world, as a person and also as a future specialist, it helps you enlarge your vision and understand that each of us in different and unique, it motivates you to become a better person and care more about what surrounds you.

List of tables

- **Table 1.** Participants Italy Study Mobility
- Table 2. Osimo Communication Plan Budget
- Table 3. Omero Communication Plan Budget
- Table 4. Omero Museum Plan Budget
- Table 5. SWOT Analysis Macerata
- Table 6. Effort Matrix and Budget
- **Table 7.** SWOT Analysis for Museum of Athens
- Table 8. Gantt Chart for Museum of Athens
- **Table 9.** SWOT Analysis of the Ancient Agora of Athens
- Table 10. Gantt Chart of the Ancient Agora of Athens
- Table 11. SWOT Analysis of Chios Mastic Museum
- Table 12. Gantt Chart of Chios Mastic Museum
- Table 13. SWOT Analysis of The Archeology Museum of Chios
- Table 14. Gantt Chart of The Archeology Museum of Chios
- Table 15. Agora Museum Plan Budget
- Table 16. Budget table
- Table 17. Chios Museum Plan Budget
- Table 18. S.W.O.T. Table Chios
- Table 19. SWOT Analysis Chios

List of figures

- Figure 1. Arrival selfie in Macerata
- **Figure 2.** The students in the Macerata central square
- Figure 3. Macerata central square
- Figure 4. Macerata Central Square at sunset
- Figure 5. Another selfie in Macerata
- **Figure 6.** The entrance at the Sferisterio
- Figure 7. Museo della Carozze
- Figure 8. Museo della Carozze
- Figure 9. Students at the Museo della Carozze
- Figure 10. Museo della Carozze
- Figure 11. Painting at the Palazzo Buonaccorsi
- Figure 12. Students at the Museo della Carozze
- Figure 13. Macerata Train Station
- Figure 14. Macerata Train Station
- Figure 15. Pictures at the Palazzo Buonaccorsi
- Figure 16. Michelangelo's Fresca at the Palazzo Buonaccorsi
- Figures 17 & 18. Museo della Scuola Macerata
- Figure 19. Palazzo dei Diamanti Macerata
- Figure 20. Bogdan Rotaru, Rosita Pretaroli, Claudiu Coman and Florin Nechita
- Figure 21. Florin Nechita and the students at the CreaHUB in Macerata
- Figure 22. The students and teachers in Macerata
- Figures 23 & 24. The students and teachers at the Museo della Carozze Macerata
- Figures 25 & 26. Students at the Museo della Carozze Macerata
- Figures 27 & 28. Students at the Museo della Carozze Macerata
- Figures 29 & 30. Students at the Sferisterio; Sferisterio
- Figures 31 & 32. Students at the Museo della Scuola Macerata
- Figures 33 & 34. Students at the Museo della Scuola Macerata
- Figure 35. Statue of Matteo Ricci in Macerata
- **Figure 36.** Ancient Clock in Macerata Central Square

Figure 37. Monumeto dei Caduti Macerata

Figures 38 & 39. Students presenting the communication plans at CreaHUB

Figures 40 & 41. Students presenting the communication plans at CreaHUB

Figure 42. Old City Gate Ancona

Figure 43. David statue at the Omero Museum Ancona

Figure 44. Cristian Pintea and a statue at the Omero Museum

Figures 45 & 46. Statues at the Omero Museum

Figure 47. Statue at the Omero Museum

Figures 48 & 49. Students at the Omero Museum

Figures 50 & 51. Ancona's Harbour

Figures 52 & 53. Trajan's Arch Ancona

Figures 54 & 55. Ancona University Campus

Figure 56. Ancona University

Figures 57 & 58. Claudiu Coman and students at the Ancona University

Figures 59 & 60. Students and teachers at the Ancona University

Figures 61 & 62. Students and teachers at the Ancona University

Figure 63. The headless statues at the Osimo City Hall

Figure 64. Osimo Cathedral

Figures 65 & 66. Students at the Osimo Cathedral

Figures 67 & 68. Students at the Saint Giuseppe da Coppertino; Osimo Center

Figures 69 & 70. Roman Ancient Caves underneath Osimo City

Figures 71 & 72. Osimo City from above

Figures 73 & 74. Loreto Cathedral

Figures 75 & 76. Loreto Cathedral

Figures 77 & 78. Students in Loreto; Loreto Cathedral Square

Figure 79. Students and teachers leaving Loreto

Figure 80. Museo Tattile Statale Omero of Ancona

Figure 81. Statue from Museo Tattile Statale Omero

Figure 82. Macerata seen from above

Figure 83. Macerata University, Italy

Figure 84. Kid reading comics

Cultural PR & Creative Destination Branding. Cultural experiences and branding case studies in Italy & Greece

Figure 85. Zeus

Figure 86. Superman

Figure 87. VR Experience

Figure 88. Reading a map

Figure 89. Woman with two kids

Figure 90. Greek Gods

Figure 91. Tourist man

Figure 92. Woman holding her kid

Figure 93. Kids creating something together

Figure 94. Tourist Photographer

Figure 95. Ancient Agora Museum Athens

Figure 96. Archeological Museum of Chios

Figure 97. Man thinking

Figure 98. Swot analysis

Figure 99. Kids and Earth

Figures 100 & 101. Mastic Museum

Figure 102. Light Bulb Thinking

Figure 103. Happy Tourists

Figure 104. Swot analysis

Figure 105. Online Strategies

Figure 106. Offline strategies

Figure 107. The beautiful streets of Athens

Figure 108. Architecture and citrus fruits

Figure 109. Athens in the light of night

Figure 110. Cats lover in Athens

Figure 111. Street art in Athens

Figure 112. The wonderful Acropolis Museum

Figure 113. Athens seen from the Acropolis Museum

Figure 114. The Acropolis Museum

Figure 115. Tourists of the Acropolis Museum

Figure 116. Entrance to the museum

- Figure 117. A little break for photos
- Figure 118. Flowers from the Acropole
- Figure 119. The best food in Athens
- Figure 120. Happiest professors and students at Acropolis Museum
- Figure 121. Athens at night
- Figure 122. Girls in Athens
- Figure 123. Ana-Maria Bolborici in Athens
- Figure 124. Our ferry. Onboarding!
- Figure 125. First day at Aegean University in Chios
- Figure 126. Visit to the Philip Argenti Museum and Library
- Figure 127. Presentation of communication plans
- Figure 128. On the way to the conference at Aegean University
- **Figure 129.** Stairway to Heaven, Chios
- Figure 130. Greek friendship
- Figures 131 & 132. The wonderful Greek flora
- Figure 133. Fun in Greece
- **Figure 134.** Lost among the beautiful Greek streets
- Figure 135. Visit to the Chios Mastic Museum
- Figure 136. The tour of the Mastic Museum
- Figure 137. Photo pause to feel the mastic vibe
- Figure 138. Mastic Museum model
- **Figure 139.** Tools for the processing of mastic
- **Figure 140 & 141.** The way the mastic goes
- Figure 142. Integration of technology in the museum
- Figure 143. Ana-Maria Bolborici and Stella Zounta at Mastic Museum
- Figure 144 & 145. The wonderful Chios
- Figure 146. Georgina and Andra in love wih Greece
- Figure 147. Another perspective of Greece
- Figure 148. One of the thousands of group photos
- Figure 149. Back to school, Aegean University conference
- Figure 150. Another day, another presentation

Figures 151 & 152. Unitby students at UAegean courses

Figure 153. Old church from Pyrgi

Figure 154. Michalis Bekiaris and Claudiu Coman in Pyrgi

Figure 155. A little surprise from UAegean Chios

Figure 156 & 157. Goodbye Chios

Figure 158. Surprises in Lesvos

Figure 159. Mytilini Castle

Figure 160. Beautiful Mytilini

Figure 161. To visit the Lesvos Museum

Figure 162. Sunset in Lesvos

Figure 163. Goodbye Greece! See you soon...

Figure 164. End of mobility. Back to Romania!

Figure 165. Brașov

Figure 166. The Rectorate

Figure 167. Sergiu Chiriacescu Hall

Figure 168. University Hall

Figure 169. The history Museum

Figure 170. Museum of the first Romanian School

Figure 171. The Arts Museum

Figure 172. The Etnography Museum

Figure 173. Casa Mureșenilor Museum

Figure 174. The Black Church

Figure 175. The Museum of Urban Civilisation

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